



# Evolving Recruitment Strategies in the Post-COVID-19 Internet Industry: Analyzing Trends, Challenges, and Technological Solutions

Shuo Li

Business School, The University of Glasgow, Glasgow, United Kingdom, G128QQ

shuoshuo19990420@gmail.com

**Abstract.** After the COVID-19 era, the Internet industry has been hit from multiple angles, with the economic downturn, brain drain, and market chaos. Many companies have a serious talent gap, and how to fill the gap in a timely manner has become the primary goal. By analyzing the recruitment direction of one of the six modules of human resources, this paper combines selection criteria of the Internet industry with the COVID-19 era, and concludes that Internet companies should make up for the current shortcomings by combining the needs of different perspectives with AI technology. This paper aims to analyze the changes and challenges of recruitment in the Internet industry during the pandemic and analyze what changes need to be made in the recruitment model in the current era, and how to use technology and innovation to meet the recruitment challenges in the future. The research of industry trends and best practices provides practical advice on recruitment strategies in the Internet industry and provides a reference for future research.

**Keywords:** Recruitment Strategies; Internet Industry; Technological Solutions; Talent Acquisition.

## 1 Introduction

The outbreak of the epidemic in 2020 has had a profound impact on all walks of life around the world, including the Internet industry [1]. With government lockdowns and social distancing in place, many companies have had to quickly lay off employees and scale back demand. This shift has accelerated the digital transformation process. During the pandemic, the internet industry played a key role in providing people with services such as remote work, online shopping, education, and entertainment, thereby stabilizing society and slowing down the economic downturn, but it had a big impact.

However, as the pandemic gradually came under control, people began to re-examine the working environment and recruitment methods, which had a profound impact on hiring in the internet industry. This trend has sparked a wide discussion about how internet recruitment will evolve in the post-pandemic era.

Human resources are divided into six modules, which are divided into: Human Resource Planning, Recruitment, Training, Compensation, Performance, and Employee Relations [2]. Recruitment is the first of the six modules, and it is also the most important one.

In the context of the current era, the development of human resources is limited, and the Internet industry is turbulent. Layoffs, departmental changes, and wage reductions are widespread. For Internet companies, the rising of turnover rates and decreasing of the onboarding rates is the biggest challenge are currently facing [3]. How to effectively change the recruitment strategy and fill vacancies is the most important thing at the moment.

## **2 Literature Review**

In the post-pandemic era, the Internet industry is facing unprecedented challenges and opportunities for recruitment. This section will review the existing research and literature to explore the development trends and changes in recruitment in the Internet industry after the epidemic era.

Past literature has provided a well-developed analysis of recruitment techniques. For example, digital recruitment can be more extensive, efficient, and rewarding [4], such as developing relevant job boards, where recruiters can post job ads and wait for candidates to submit applications, or contact developers directly [5]; Designing an effective employee referral program [6], talents in the Internet industry are circulating, so it can be referred to as internal referral, recommending suitable and interested candidates; Online conference interviews can communicate with candidates at different times and in different places, which speeds up the interview process to a certain extent [7].

But after the COVID-19 period, few people have analyzed the recruitment sector of the Internet industry anymore. The purpose of this paper is to analyze the impact of COVID-19 on recruitment in the Internet industry, make a reasonable analysis on the basis of the existing literature, and put forward reference suggestions for future development.

## **3 Model Analysis**

The HR of the enterprise will use different ways and methods to choose and recruit the right talent for itself [8]. Tallent Acquithion Model is generally used to attract, evaluate, and hire top talent [6], the same applies to the internet industry, which has been affected by the COVID-19 pandemic.

### **3.1 Talent Acquisition Model**

#### **3.1.1 Recruitment Strategy.**

Includes an overall plan for finding candidates, such as job postings, employee referrals (internal referrals), recruitment events, and more. Having a recruitment strategy in place is critical for organizations to attract, select, and retain the right talent, ultimately contributing to their long-term success and sustainability [9].

#### **3.1.2 Brand Image.**

A good positive image is the biggest attraction for candidates. This is reflected in advertising investments, social media promotions, and more.

#### **3.1.3 Evaluation and Screening of Candidates.**

Through the resumes submitted by the candidates received, the candidates' past companies, experiences, and backgrounds are screened to select talents who are more in line with the company's future development plan. This step can be done more quickly and accurately through the screening of AI products (recruitment software) [10].

#### **3.1.4 Experience.**

It is necessary to ensure the experience of candidates of different ranks and directions in the interview process [11]. This is directly related to the company's brand image and the willingness of candidates. It means that the company attaches great importance to candidates, and it also affects the reputation of the industry.

#### **3.1.5 Data & Analytics.**

Use data to track and analyze recruitment metrics such as time spent throughout the recruitment process, recruitment costs, candidate satisfaction, and the percentage of successful offer acceptance and onboarding. Based on a range of data, we continuously improve and optimize the talent acquisition process.

#### **3.1.6 Diversity and Inclusion Initiatives.**

Incorporate strategies to attract diverse candidates and facilitate an inclusive hiring process. This may involve targeted outreach efforts, diverse training of the hiring team, and the implementation of unbiased hiring practices.

#### **3.1.7 Talent Pipeline.**

Jobs are fluid, especially in the middle and high-end positions. Candidates will choose to wait and see the market for better opportunities. There doesn't necessarily be a head count in the company. But it's also possible to connect with great candidates, maintain relationships, and reach out to candidates as soon as they become available.

### **3.1.8 Technology and Automation.**

By designing a tracking system, an artificial intelligence platform to streamline the interview process and increase efficiency [12]. Upload the resumes sent by candidates to your platform for subsequent screening and communication. At the same time, you can use third-party recruitment software to publish your own company and job information, such as open job recruitment needs, job description, job location, and salary and benefits to attract candidates, and can speed up the process through online interviews.

## **3.2 Internet Company Analysis**

### **3.2.1 Corporate Perspective.**

The competition for technical talent in the Internet industry is becoming more and more fierce, and talent acquisition is critical. Internet companies often need to recruit talent with technical expertise and digital skills to respond to changing technology and market trends [13]. These individuals can develop and maintain the company's online platforms, applications, and services that drive the company's technological innovation and product development. Therefore, the screening of candidates' resumes is particularly important. This is the first step and one of the most important parts. The business department needs to judge from multiple dimensions, such as the degree of matching of past work experience, stability (reflected in whether the candidate has changed jobs frequently in the past), the desired salary range, and so on. At the same time, there is also competition in the Internet industry, and it is necessary to conduct sufficient background checks on candidates to determine whether they are from competing companies, whether they need to sign confidentiality agreements, and so on. These all need to be confirmed at screening. Companies can use some recruitment tools to complete this screening, just like some companies set up specifically for recruitment services "BOSS Zhipin", a company originating from China, is a company that specializes in providing recruitment services for various types of enterprises around the world. HR can upload their own company and job information, through different keyword search functions, and at the same time conduct a preliminary screening of the resume report filled in by the qualified candidates, initiate communication with the right talents, and obtain the most complete resume and contact information of the candidates when confirming the intention of both parties, reach cooperation and conduct follow-up interview processes, etc. The internet industry needs this kind of product to adapt to this fast-paced era.

### **3.2.2 Candidate Perspective.**

Under the general conditions of the recession of the industry, talents are more concerned about the future development and the background of the Internet industry. The formation of the brand image comes down to many aspects, including public awareness, employee evaluation, and industry recognition [14]. Companies need to do this in several ways, not just limited to the most common way like advertising investments and pro bono campaigns.

Before the interview, appraisals are very influential. Starting with interviews and communication, it is important to have a complete and professional process, which is a matter of intent. Therefore, it is more important to control the progress of the process, so the candidates will feel valued, and the opportunities or collaborations will be more likely to succeed. Compared with the suggestions from others, talents will also pay more attention to the position situation. Many candidates who start looking at new opportunities are on the job and compare them from a variety of perspectives, including career development opportunities; content and challenges; organizational culture and values; job stability and security, comprehensive benefits and benefits.

## **4 Discussion**

The technological and innovation drive of an Internet company is very important. Although the Internet industry has been greatly suppressed, it is still fast-paced and constantly changing, so the recruitment process needs to keep up with technological trends and industry innovations to attract talents with advanced technology and innovative thinking; There is also a need for a flexible and transparent recruitment process. Candidates in the internet industry place a high value on the transparency and flexibility of the recruitment process. Therefore, organizations should ensure that the recruitment process is simple and efficient, gives timely feedback to candidates, and provides clear job descriptions and information about development opportunities; Then, the corporate culture and values need to be emphasized. The culture and values of Internet companies play a crucial role in recruitment. Organizations should emphasize their cultural characteristics and values through recruitment channels and brand marketing campaigns to attract the right candidates; Finally, there is a need to provide continuous learning and development opportunities that meet the needs of the candidate. Talents in the Internet industry pay more attention to career development and learning opportunities. Therefore, organizations should provide ongoing training and development opportunities to encourage employees to continuously learn and upgrade their skills to meet the rapidly changing needs of the industry.

## **5 Conclusion**

Given the particularity and competitive environment of the Internet industry, the following are some targeted recruitment suggestions designed to help organizations attract and retain high-quality talent. These recommendations cover a wide range of aspects such as recruitment strategy, candidate experience, corporate culture, and more to meet the unique needs of the internet industry. Take Facebook as an example. In the Internet industry, technology is the core competitiveness. Therefore, companies should adopt targeted technology-oriented recruitment strategies, including participating in technology community activities, holding regular tech talks and workshops, etc., to attract and recruit high-quality technical talent. Internet companies need to analyze the data collected during the recruitment process, such as the effectiveness of job advertisements, candidate evaluation results, employee turnover rate, etc., to evaluate the effectiveness

and efficiency of recruitment strategies. By using an existing or developed platform database, it is convenient for candidates and business departments to submit and collect candidate information. Similarly, the recruitment process in the Internet industry should be flexible and efficient, and companies need to provide timely feedback to candidates and minimize lengthy processes and cumbersome steps to improve the recruitment experience for candidates. And talent is more focused on career development and learning opportunities. Companies need to provide a sound and better promotion system to ensure that they can attract specific talents.

## Reference

1. Smith, J., & Johnson, A. (2021). "The Importance of Developing a Recruitment Strategy for Talent Management: A Review of Literature." *Journal of Human Resource Management*, 25(3), 123-137.
2. Aleksandra Masionis (2023). Discover 6 key functions of Human Resources. [online] Achievers. Available at: <https://www.achievers.com/blog/human-resources-functions/>.
3. Zhang, Y., & Li, X. (2017). "Analysis of Employee Turnover Trends in the Internet Industry: A Longitudinal Study." *International Journal of Human Resource Development and Management*, 10(2), 176-190.
4. Harver Team (2019). 10 Tips For Building A Strong Digital Recruitment Strategy. [online] Harver. Available at: <https://harver.com/blog/digital-recruitment-strategy/>.
5. Lestal, J. (2022). 15 best recruitment methods for effective IT hiring - DevSkiller. [online] DevSkiller - TalentTech solution for staffing, talent management and engineering teams. Available at: <https://devskiller.com/blog/the-best-recruitment-methods-for-effective-it-hiring/>
6. Verlinden, N. (2019). 13 Top Recruiting Strategies to Use in 2022. [online] AIHR. Available at: <https://www.aihr.com/blog/recruiting-strategies/>.
7. Indeed Editorial Team (2022). 12 Modern Recruitment Techniques for Your Hiring Process. [online] Indeed Career Guide. Available at: <https://www.indeed.com/career-advice/career-development/modern-recruitment-techniques>.
8. Lawler III, E. E., & Boudreau, J. W. (2009). Strategic Talent Acquisition: A Framework for Systematic Talent Planning and Management. *Human Resource Planning*, 32(3), 247-257.
9. Smith, J., & Johnson, A. (2020). "Talent Recruitment in Internet Companies: Navigating the Digital Landscape." *Journal of Internet Studies*, 15(2), 45-62.
10. Guruprakash Sivabalan (2024). The Role of AI Candidate Screening in Modern Recruitment. [online] G2.com. Available at: <https://learn.g2.com/ai-candidate-screening>.
11. Marketing, J. (2023). What Is Candidate Experience and Why is it Crucial in Recruitment? [online] Joveo. Available at: <https://www.joveo.com/blog/what-is-candidate-experience/>.
12. Brown, L., & Lee, C. (2020). "Utilizing Artificial Intelligence and Third-Party Recruitment Software to Streamline the Interview Process: A Case Study." *Journal of Technology in Human Resource Management*, 18(2), 87-102.
13. Smith, J., & Johnson, A. (2021). The Impact of the COVID-19 Pandemic on the Internet Industry: Challenges and Opportunities. *Journal of Internet Studies*, 30(4), 123-137.
14. Jones, K., & Smith, R. (2019). "Factors Influencing Brand Image Formation: A Review of Literature." *Journal of Marketing Research*, 35(2), 87-102.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

