Journal Publication of International Research for Engineering and Management (JOIREM)
Volume: 04 Issue: 09 | Sep-2026
ISSN (O) 3107-6696

The Impact of Conversational AI and Chat bots on International Customer Relationship Management

Dr.M.R. PRAKASH
MA., M.Com., B.Ed., MBA., M.Phil. Ph.D., FSIESRP (Malaysia).,
HoD , Department of Business Administration,
School of Management,
Mohamed Sathak college of arts and science, Sholinganallur, Chennai – 600 119.
Mobile: +919551051844 Email: prof.prakash2020@gmail.com

Dr.R.Krithiga Devi
Assistant Professor
Department of Business Administration,
School of Management,
Mohamed Sathak college of arts and science, Sholinganallur, Chennai – 600 119.
Mobile: +919600192230 Email: Krithigakumar28@gmail.com

----------***----------

Abstract - Forms of recruitment can be broadly categorized into two. One is centralized and the other is decentralized. Centralized recruitment is in action when the organization is having a centralized power structure and the departments are not involved in decision making, it is only concentrated in one central department. In government Organizations it is visible, like in State Bank of India. Advantages may be Control of the administrative costs, standardization in the process, minimizes biased choices, experts are involved. Decentralized recruitment is having authority to each department to choose their staff.The companies who are geographically spread or very big in size will find this form convenient. But the philosophy and Organization culture determines which to follow; like Bausch & Lomb have centralized recruitment form as well as G.E Optical have the decentralized form.

INTRODUCTION TO THE TOPIC

The primary objective of the industry is to drive the maximum results from all the Sources in that sources manpower plays a vital role which they would work according to their skills and knowledge. Requirement is a bonding act bringing together those with jobs and those securing jobs. In Allsec Technologies, recruitment has been regarded as the most important function personnel administration because unless the right type of people is hired, even the best plans, organization charts and control system would not do much good.

STATEMENT OF THE PROBLEM

The HR department of any organization is like the bridge between the organization's top officials and the general employees. It is the HR department amasses the suitable and able workforce. The extensive and intensive survey conducted has given new dimensions to my study.

OBJECTIVES OF THE STUDY

Primary Objective:

To study the effectiveness of Recruitment process and practices with reference to Allsec Technologies, Chennai

Secondary objectives

- Ø To analyze about the sources of recruitment
- Ø To study about the media of advertisement used by the organization and to know the effectiveness of the advertisement
- Ø To make an attempt to address the problems of recruitment process at Allsec Technologies from the view point of employees of the organization
- Ø To analyze the possible ways to overcome the shortfalls in the recruitment process and find a clear path.

SCOPE OF THE STUDY

The study was helpful in accessing the effectiveness of the recruitment process in the organization. The organization wanted to access the factors influencing the candidates to attend the interview the struggles faced by the candidates at the interview place and to know the opinion of the candidates about the interview. The study aims at collecting information about the candidates regarding recruitments and their expectation about the company. It also suggests remedial measures for fulfilling the gap between the candidates' expectation and organization expectation.

NEED FOR THE STUDY

In Allsec Technologies the report will be useful for the company to maintain a good requirement process to make a right persons are recruited for right kind of job and to study the performance of new recruited persons increases the rate of productivity. This project will be helpful to all HR professionals in Comprehending how HR policies, processes and procedures regarding Recruitment are mapped in system, and how the Global Trends in recruitment should be adopted carefully by the organization to sustain the competitiveness of the corporate world.

METHODOLOGY AND PROCEDURE OF WORK

TYPE OF RESEARCH

An innovative research can be carried out to link different objectives laid in order to arrive at specific policy recommendations. The study was conducted depending upon the scope of research tools and assessment was linked to the policies, programs and procedures of recruitment and selection followed at ALLSEC TECHNOLOGIES. A tailor questionnaire was prepared and all the information was collected in person to avoid superficial answers that normally employees tend to give if their answers are negative. Therefore for the purpose of studying the e-recruitment, a small scale survey was made using the information provided by the organization.

RESEARCH APPROACH

Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variances. The function of research design is to provide for the collusion of relevant evidences with minimal expenditure of effort, time and money.

SOURCES OF DATA:

1. Primary Data
2. Secondary Data

Primary data:

The data which is collected for the first time is primary data. For this research primary data will be collected through A Structured Questionnaire.

Secondary data:

The secondary data is the data which already exists. The data will be collected through company records and websites.

SAMPLING PLAN

Population: Employees of ALLSEC TECHNOLOGIES

Sample size: - A sample size of 230 employees

Sampling procedure: Convenience sampling technique is followed to carry on the study.

STATISTICAL TOOLS APPLIED

After the data has been collected, analysis is made from questionnaire and tabulation method is followed. Tabulation is a technique procedure where in data is classified and put in the form of tables. The tables thus obtained were analyzed with statistical tools like percentages and pie diagram so that interpretation would be precise and easy.

DATA COLLECTION INSTRUMENT

Questionnaire: - Questionnaire is prepared and circulated to employees to know their opinions on the e-recruitment process followed in the organization. The questionnaire that is used for collection of data is close-ended where the employees are given options to be selected to get their feedback.

Interview: - A personnel interview was conducted to know about the E-recruitment activities implemented in the organization.

Observation: - Observations were done during the visits to the organization.

DATA ANALYSIS & INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1: TABLE SHOWING AGE OF THE RESPONDENTS

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE

Below 25 Years	147	64%
25 –35 Years	53	23%
35 – 45 Years	30	13%
45 – 50 Years	0	0%
50 Years & Above	0	0%
TOTAL	**230**	**100%**

Inference: 64% of the respondents are below 25 years of age, 23% of them are between 25-35 years, 13% of them are 35-45 years old

CHART 1: CHART SHOWING AGE OF THE RESPONDENTS

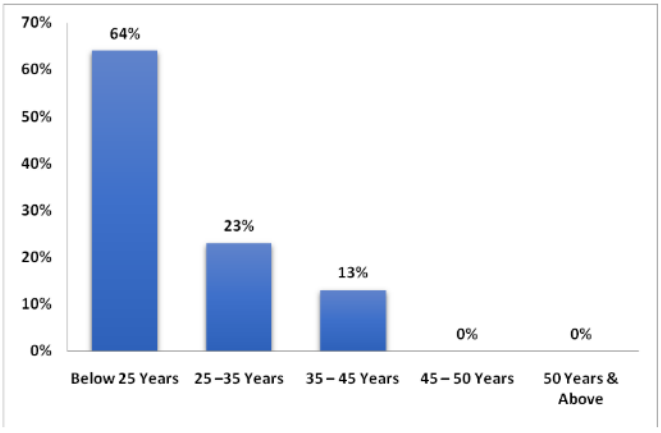
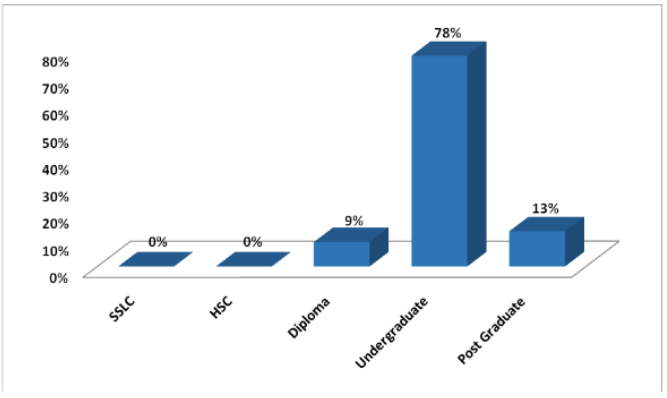


TABLE SHOWING THE QUALIFICATION OF RESPONDENTS

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
SSLC	0	0%
HSC	0	0%
Diploma	20	9%
Undergraduate	180	78%
Post Graduate	30	13%
TOTAL	**230**	**100%**

Inference: 9% respondents are diploma holders, 78% are graduates and the rest 13% of the respondents are post graduates.

CHART SHOWING THE QUALIFICATION OF RESPONDENTS



FINDINGS & RECOMMENDATIONS

FINDINGS OF THE STUDY:

- 64% of the respondents are below 25 years of age, 23% of them are between 25-35 years, 13% of them are 35-45 years old

- 9% respondents are diploma holders, 78% are graduates and the rest 13% of the respondents are post graduates

RECOMMENDATIONS:

- The e-recruitment and selection process should be handled by more experienced staff.
- The e-recruiting officials should undergo training in order to improve their communication skills.
- The management should be careful while selecting the employees. They should choose the right kind of employees for wok.
- The company should go for campus selection as it helps to get fresh candidates who contribute new and innovative ideas which increase the organization effectiveness.
- To attract more people, the company should provide attractive packages, good atmosphere to work, give the employers job security and also the company should maintain good relations.

CONCLUSION:

From the study it is clear that recruiters are much particular about the e-recruitment, since it is time and energy saving. They want to get rid of the conventional method of manual recruitment which takes lot of time in recruiting the potential hires. E-Recruitment bridges a gap that always exists between employers and job seekers. E-recruitment provides a wider scope of opportunities and choices for both job-seekers and employers. Developing countries such as India, China etc., are struggling because of many social factors such as population explosion, unemployment problems. In that competitive market, say for a post of manager in an established organisation, thousands and thousands of applications are making the recruiters to feel tiresome.

BIBLIOGRAPHY:

- W. P. Anthony, K. M. Kacmar, and P. L. Perrewe, Human Resource Management: A Strategic Approach, 4th Edition, South-Western Thomson Learning, 2002.
- APEC. (1994) "The APEC Survey on Small and Medium Enterprises: Member Report of India", online available at http://www.actetsme.org/archive/smesurvey.html.
- J. Bratton, and G. Jeffery, Human Resource Management: Theory and Practice, 4th edition, Palgrave, Macmillan, 2007
- Cappelli, P. (2001), "Making the most of on-line recruiting", Harvard Business Review, March.
- Cedar (2004), Workforce Technologies Survey, 7th Annual Edition, available at: www. cedarcrestone.com/whitepapers.php

WEBSITES

www.aaiclas.com
www.aai.com