

Advanced Recruitment Strategies And Recruitment Effectiveness: Leveraging Social Media And Artificial Intelligence

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Abstract: This study examined the relationship between advanced recruitment strategies and recruitment effectiveness in foods and beverages manufacturing companies in Rivers State. The study examined eight (8) foods and beverages manufacturing companies, and a population and sample size of twenty-four (24) was obtained through purposive sampling technique. Six research objectives guided this study and the corresponding four hypotheses were formulated. The Kendall tau-b correlation was employed as the analytical tool in testing the formulated hypotheses. The study revealed that artificial intelligence and social media were positively related to recruitment speed, financial efficiency and job-performance matching during recruitment. Following these findings, the study concluded that advanced recruitment strategies positively and significantly correlates recruitment effectiveness as demonstrated in the understudied foods and beverages manufacturing companies in Rivers State. The study recommended that, foods and beverages manufacturing companies in Rivers State should improve the use of AI powered tools designed for applicant tracking, screening, and big data management as these will enhance recruitment speed, manage funds and improve job matching.

Keywords: Advanced Recruitment Strategies, Artificial Intelligence, Financial Efficiency, Job-Performance Matching, Recruitment Effectiveness, Recruitment Speed, Social Media.

INTRODUCTION

The landscape of recruitment has been significantly transformed by the advent of social media and artificial intelligence (AI). These technologies have revolutionized how organizations attract, assess, and hire talent, leading to more efficient and innovative recruitment strategies. Recruitment is a critical function in human resource management that directly impacts an organization's performance, culture, and overall success. Recruitment strategies has advanced in recent times, and it encompasses the application of sophisticated and innovative practices that leverage technology, data, and strategic methodologies to enhance the effectiveness of talent acquisition. According to Van Hove and Lievens (2023), advanced recruitment refers to the integration of advanced technologies such as artificial intelligence, machine learning, and data analytics into the recruitment process. They define it as "a recruitment approach that leverages cutting-edge technology to optimize candidate sourcing, screening, and selection, thereby increasing efficiency and accuracy in hiring" (Van Hove & Lievens, 2023, 14).

Advanced recruitment is also characterized by the use of predictive analytics and big data to inform hiring decisions. As described by Boudreau and Ziskin (2023:7), it involves "the application of sophisticated data analytics techniques to predict candidate success, identify hiring patterns, and make informed decisions that enhance recruitment outcomes". Furthermore, they noted that advanced recruitment strategies enable organizations to move beyond traditional methods by incorporating data-driven insights into their recruitment strategies. As noted by Ambrose and Swaab (2023), advanced recruitment involves "developing and implementing practices that enhance the candidate experience through personalized interactions, improved communication, and streamlined processes, thereby attracting and retaining top talent". They maintained that this candidate-centric approach reflects the growing importance of treating candidates as customers.

According to Nkomo and Cox (2023:14), advanced recruitment involves "the implementation of recruitment strategies that actively seek to promote diversity and inclusion by leveraging technology and data to identify and mitigate biases in the hiring process". Poor recruitment strategies can have profound negative effects on organizations, impacting various dimensions such as employee performance, organizational culture, and overall business outcomes. According to Schmidt and Hunter (2023), ineffective recruitment practices result in hiring individuals who are not well-suited to their roles, leading to reduced job performance. Poor-fit employees may struggle to meet job expectations, which adversely impacts overall productivity and organizational effectiveness. As highlighted by Hausknecht, Rodda, and Howard (2022), poor recruitment strategies often lead to higher turnover rates due to mismatched job expectations and inadequate fit between employees and their roles. High turnover incurs additional costs related to recruiting, training, and lost productivity.

As discussed by Kammeyer-Mueller and Wanberg (2023), hiring individuals who do not align with the organization's values and culture can lead to a deterioration of workplace morale and cohesion. This misalignment can result in a fragmented work environment

and decreased overall employee engagement. According to Barber (2022), ineffective hiring practices lead to higher expenses for filling vacancies and training new hires, as frequent turnover and poor job fit necessitate additional recruitment efforts and resources. Wright and McMahan (2023) argue that ineffective recruitment results in hiring individuals whose skills and experiences do not align with the organization's strategic goals, thus impeding the organization's ability to achieve its long-term objectives.

Organization leaders and managers are continually seeking for ways on which performance can improve in all aspects of the organisation. It was on this challenge that Lee and Mitchell (2022) emphasize that successful recruitment practices result in better job fit and increased job satisfaction, which contribute to lower turnover rates, and indicated that organizations that invest in robust recruitment strategies experience reduced costs related to recruitment and training. According to MacDuffie and Pil (2023), hiring high-quality employees who are well-matched to the job and organizational culture can significantly enhance productivity, innovation, and overall performance. They argue that strategic recruitment practices lead to better employee performance, which in turn drives organizational success.

Recruitment effectiveness can be defined as the ability of a recruitment strategy to fulfill the organization's talent needs efficiently while aligning with strategic goals and maintaining high standards of candidate quality and experience. As described by Breaugh and Starke (2022), effective recruitment processes are those that successfully attract high-quality candidates, reduce time-to-hire, and improve overall employee performance and retention. According to Schneider, Goldstein, and Smith (2023), recruitment effectiveness is significantly influenced by the ability to identify candidates who not only meet the technical requirements but also align with the organization's values and goals. As noted by McCarthy and Garavan (2023), assessing the performance of different recruitment sources helps organizations allocate resources more effectively and improve recruitment strategies. As noted by Judge and Ferris (2023), effective recruitment should lead to lower turnover rates and longer employee tenure, reflecting successful long-term fit and satisfaction.

Based on the foregoing discussions, this paper will examine how artificial intelligence and social media correlates to job performance matching, recruitment speed, and recruitment financial efficiency. The conceptual framework will be a guide to this paper.

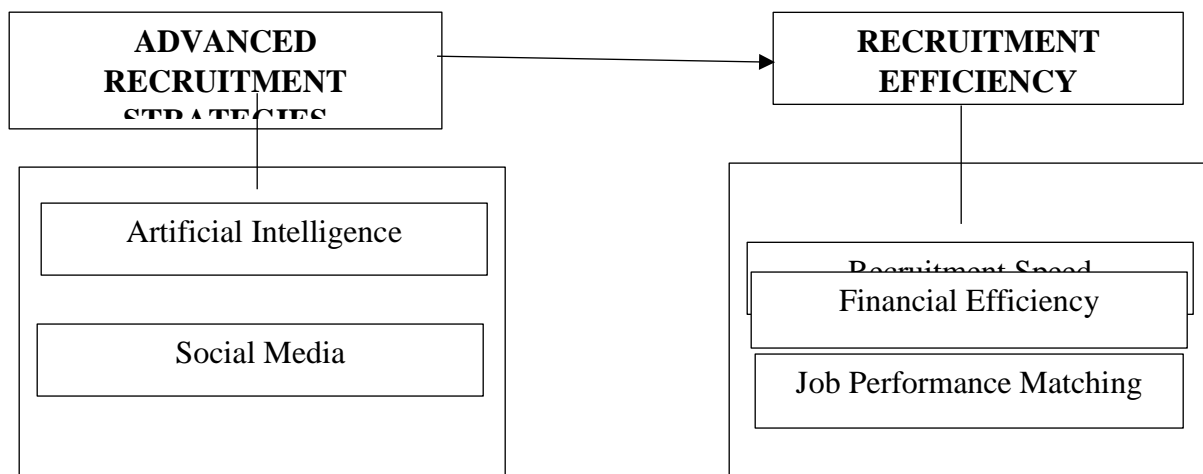


Fig. 1: Researcher's Conceptualization, 2024. Conceptual Framework for the relationship between advanced recruitment strategies and recruitment effectiveness.

Research Questions

The following questions were developed as a guide for this research;

- What is the relationship between artificial intelligence and the recruitment speed in foods and beverages manufacturing companies in Rivers State?
- How does artificial intelligence correlate to the financial efficiency of recruitment in foods and beverages manufacturing companies in Rivers State?
- What is the relationship between artificial intelligence and job performance matching of recruitment in foods and beverages manufacturing companies in Rivers State?

- iv. How does social media correlate to the speed of recruitment in foods and beverages manufacturing companies in Rivers State?
- v. How does social media correlate to the financial efficiency of recruitment in foods and beverages manufacturing companies in Rivers State?
- vi. What is the relationship between social media and job performance matching of recruitment in foods and beverages manufacturing companies in Rivers State?

Research Objectives

The following objectives will be met by this paper;

- i. Examining the relationship between artificial intelligence and the recruitment speed in foods and beverages manufacturing companies in Rivers State.
- ii. Determining the relationship between artificial intelligence and the recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State.
- iii. Establishing the kind of relationship that exist between artificial intelligence and the job performance matching of recruitment in foods and beverages manufacturing companies in Rivers State.
- iv. Examining how social media correlate to recruitment speed in foods and beverages manufacturing companies in Rivers State.
- v. Determining the relationship between social media and the financial efficiency of recruitment in foods and beverages manufacturing companies in Rivers State.
- vi. Establishing the kind of relationship that exist between social media and recruitment job performance matching in foods and beverages manufacturing companies in Rivers State.

Research Hypotheses

The following hypotheses were formulated specifically for this study:

- H01:** There is no significant relationship between artificial intelligence and the recruitment speed in foods and beverages manufacturing companies in Rivers State.
- H02:** There is no significant relationship between artificial intelligence and the recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State.
- H03:** There is no significant relationship between artificial intelligence and the recruitment job performance matching in foods and beverages manufacturing companies in Rivers State.
- H04:** There is no significant relationship between social media and recruitment speed in foods and beverages manufacturing companies in Rivers State.
- H05:** There is no significant relationship between media and the recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State.
- H06:** There is no significant relationship between social media and the recruitment job performance matching in foods and beverages manufacturing companies in Rivers State.

I. LITERATURE REVIEW

RECRUITMENT EFFECTIVENESS

McCarthy and Garavan (2023) describe recruitment effectiveness as the ability to utilize various recruitment sources effectively to attract and hire suitable candidates. They highlight the importance of evaluating and optimizing different sourcing channels to achieve the best recruitment outcomes. Ambrose and Swaab (2023) define recruitment effectiveness through the lens of candidate experience. They argue that recruitment effectiveness includes creating a positive and engaging experience for candidates, which in turn enhances the organization's employer brand and attracts higher-quality talent. Barber (2022) defines recruitment effectiveness as the balance between recruitment costs and the quality of hires. This definition emphasizes the financial aspects of recruitment, focusing on the cost-per-hire metric and how it relates to the value and performance of new hires, and maintained that effective recruitment is achieving high-quality hires while managing costs efficiently. Hausknecht, Rodda, and Howard (2022) define

recruitment effectiveness in terms of process efficiency and outcomes. They focus on how quickly and effectively recruitment processes fill vacancies and the impact of these processes on employee turnover and satisfaction.

Schmidt and Hunter (2023) describe recruitment effectiveness as the degree to which recruitment practices result in hiring employees who demonstrate high job performance and fit well with the organizational culture. Their definition highlights the importance of aligning recruitment efforts with both job requirements and organizational values to achieve effective outcomes. Breaugh and Starke (2022) define recruitment effectiveness as the extent to which recruitment practices meet the organization's talent needs in a manner that aligns with its strategic goals. They emphasize that effective recruitment involves attracting high-quality candidates, ensuring efficient processes, and achieving satisfactory outcomes for both the organization and the candidates. Ojo and Ajayi (2023) define recruitment effectiveness in terms of the integration of technology and modern recruitment practices to improve efficiency and outcomes. They highlight the role of digital tools and platforms in enhancing recruitment effectiveness amidst the growing digital transformation. Chukwuemeka and Agbo (2022) view recruitment effectiveness as the alignment of recruitment practices with organizational strategy and goals, focusing on how well these practices support long-term business objectives. They emphasize strategic alignment as crucial for maximizing recruitment outcomes in the business environment.

Ogunyemi and Salau (2023) define recruitment effectiveness as the extent to which recruitment practices achieve high levels of candidate satisfaction and engagement, which in turn enhances the organization's employer brand and attracts top talent. Akinbode and Oke (2023) describe recruitment effectiveness as the efficiency of the recruitment process in terms of time-to-hire and cost-per-hire, while ensuring that new hires meet the job requirements and contribute positively to organizational goals. Okafor and Okeke (2022) define recruitment effectiveness as the ability of recruitment practices to attract high-caliber candidates while aligning with the organizational culture and strategic objectives. Their focus is on the quality of candidates and the fit between recruits and organizational needs, considering the unique challenges and opportunities in the Nigerian labor market.

Recruitment Speed

Ojo and Ajayi (2023) define recruitment speed as the duration between the initiation of the recruitment process and the final hiring decision. They emphasize that faster recruitment speeds can improve organizational agility and competitiveness, particularly in the dynamic job market. Nwaigwe and Ezeani (2022) describe recruitment speed as the efficiency of the recruitment process in filling vacancies, highlighting the time elapsed from job vacancy announcement to candidate onboarding. They argue that efficient recruitment speed is essential for maintaining organizational productivity and mitigating the impact of vacancies. Akinbode and Oke (2023) define recruitment speed as the time taken to transition candidates from application to hiring. Their definition focuses on the impact of recruitment speed on organizational efficiency and employee satisfaction, particularly in the context of Nigerian SMEs. Ogunyemi and Salau (2023) view recruitment speed as the speed at which an organization can process applications, conduct interviews, and make hiring decisions. They highlight the importance of minimizing recruitment delays to improve operational effectiveness and candidate experience in the Nigerian context.

Chukwuemeka and Agbo (2022) define recruitment speed as the interval from the job posting to the final selection of a candidate. They argue that optimizing recruitment speed is crucial for enhancing the competitive edge of organizations, where the labor market is highly competitive. Jones and Smith (2023) define recruitment speed as the time from when a recruitment need is identified to when a candidate is officially hired. They argue that effective management of recruitment speed involves both reducing delays in the process and ensuring that speed does not compromise the quality of hire. Miller and Sutherland (2022) view recruitment speed as the efficiency with which an organization processes job applications and makes hiring decisions. They emphasize that faster recruitment speeds can lead to better talent acquisition and reduced time-to-fill, which is critical in competitive job markets. Kim and Park (2023) define recruitment speed as the time taken to move through the stages of the recruitment process, including application review, interviews, and final selection. They highlight the importance of optimizing this speed to improve overall recruitment effectiveness and minimize the time positions remain vacant.

Vanderpool and Dutton (2022) describe recruitment speed as the duration from the job vacancy announcement to the formal job offer extended to a candidate. Their focus is on the efficiency of the recruitment process and its effects on candidate experience and organizational efficiency. Glen (2023) defines recruitment speed as the time elapsed from the initiation of the recruitment process to the completion of hiring a candidate. He emphasizes that recruitment speed is a critical factor in maintaining organizational competitiveness and ensuring that positions are filled promptly to avoid operational disruptions.

Recruitment Job Matching

Lepak and Shaw (2022) define recruitment job performance matching as the degree to which the recruitment process effectively aligns candidates' skills, experience, and attributes with the performance requirements of the job. They emphasize that this alignment is crucial for enhancing employee performance and organizational outcomes. Similarly, Campbell and Campbell (2023) describe recruitment job performance matching as the process of ensuring that new hires' competencies and job performance expectations are

well-aligned. Their definition highlights the importance of a systematic approach to matching candidates' qualifications with job performance metrics to achieve organizational success. Dineen and Allen (2023) define recruitment job performance matching as the effectiveness of the recruitment process in predicting and ensuring that new employees' job performance aligns with the performance standards set by the organization. They focus on the predictive validity of recruitment tools in matching candidates to job performance expectations.

Ployhart and Holtz (2023) define recruitment job performance matching as the alignment of recruitment practices with the performance criteria of the job to ensure that new hires are capable of meeting or exceeding performance expectations. Their definition underscores the significance of effective recruitment strategies in achieving high job performance levels. Harris and Ogbonna (2022) view recruitment job performance matching as the alignment between an individual's recruitment assessment results and their subsequent job performance. They stress the importance of using validated assessment methods to predict job performance accurately and align it with organizational needs.

Recruitment Financial efficiency

Johnson and Evans (2022) define recruitment financial efficiency as the ability to achieve recruitment objectives with the least possible expenditure. They noted the importance of cost-control measures and efficiency improvements in recruitment processes to enhance overall financial performance. Lee and Tseng (2023) view recruitment financial efficiency as the strategic allocation of financial resources across different recruitment channels and activities to achieve optimal hiring results. They emphasize the importance of budgeting and financial planning in the recruitment process to maximize cost-effectiveness. Cook and Gorman (2022) define recruitment financial efficiency as the ratio of recruitment costs to the quality and performance of hires. They highlight the importance of optimizing financial resources to achieve high-quality recruitment outcomes and enhance overall organizational performance.

Harris and Wang (2023) describe recruitment financial efficiency as the process of minimizing recruitment costs while maximizing the effectiveness of the recruitment process. Their focus is on evaluating cost-per-hire and other financial metrics to ensure that recruitment strategies deliver value without exceeding budget limits. Wright and McMahan (2023) define recruitment financial efficiency as the ability to manage and utilize recruitment expenditures effectively to maximize the return on investment in hiring activities, and it emphasize balancing cost with the quality of hires and achieving organizational recruitment goals within budget constraints. Ojo and Ilesanmi (2023) define recruitment financial efficiency as the capability of an organization to optimize recruitment expenditures by balancing cost-effectiveness with recruitment outcomes. They emphasize that in Nigeria, achieving financial efficiency requires strategic resource allocation and cost control in recruitment processes. Adams and Suleiman (2022) describe recruitment financial efficiency as the effectiveness with which organizations in Nigeria manage recruitment costs to maximize hiring quality and process efficiency. They highlight the importance of financial planning and evaluation in achieving cost-effective recruitment practices.

Akinyemi and Fashola (2023) define recruitment financial efficiency as the ability to achieve recruitment goals while minimizing financial outlays. Their focus is on the use of cost-effective recruitment strategies and tools to enhance organizational performance within the labor market. Okoro and Nnamdi (2022) view recruitment financial efficiency as the strategic management of recruitment resources to achieve optimal hiring outcomes while controlling costs. They argue that effective financial management in recruitment can significantly impact the overall financial health of organizations. Chukwu and Eze (2023) define recruitment financial efficiency as the process of managing recruitment expenses in a way that aligns with organizational goals and ensures cost-effectiveness. Their definition focuses on improving recruitment practices to ensure that financial resources are utilized efficiently in Nigerian organizations.

ADVANCED RECRUITMENT STRATEGIES

Ogunyemi and Ojo (2023) define advanced recruitment strategies as the integration of modern technological tools and data-driven approaches to improve the efficiency and effectiveness of recruitment processes. They highlight how these strategies, including the use of AI and digital platforms, are transforming recruitment in organizations. Ibrahim and Bello (2023) describe advanced recruitment strategies as methods that go beyond traditional practices by incorporating innovative techniques such as social media recruitment, employer branding, and candidate experience optimization. They emphasize the role of these strategies in enhancing recruitment outcomes and aligning with modern workforce expectations. Adeyemi and Ajayi (2022) define advanced recruitment strategies as comprehensive approaches that leverage data analytics, automation, and strategic sourcing to improve recruitment efficiency and effectiveness. They argue that these strategies help organizations attract and retain top talent in a competitive market.

Nwosu and Eze (2023) view advanced recruitment strategies as innovative and strategic approaches that incorporate technological tools and methods to streamline the recruitment process. Their focus is on how these strategies, including virtual recruitment events and advanced applicant tracking systems, are shaping the recruitment landscape. Ogundele and Okafor (2022) define advanced

recruitment strategies as methods that integrate cutting-edge tools and approaches to enhance the recruitment process. They highlight the use of predictive analytics, gamification, and social media platforms as key elements in modern recruitment strategies. Gonzalez and Patel (2023) define advanced recruitment strategies as holistic approaches that leverage digital platforms, social media, and advanced analytics to refine the recruitment process. They emphasize the role of these strategies in improving the efficiency and effectiveness of hiring.

Smith and Lee (2022) characterize advanced recruitment strategies as the application of strategic sourcing, employer branding, and data-driven decision-making to attract high-quality candidates. They highlight the importance of integrating these elements to create a competitive advantage in talent acquisition. Ramos and O'Connor (2023) define advanced recruitment strategies as practices that integrate modern technologies, such as virtual reality (VR) and gamification, to enhance candidate engagement and assessment. They focus on the use of innovative tools to attract and evaluate top talent effectively. Jackson and Bracken (2023) describe advanced recruitment strategies as comprehensive approaches that use sophisticated tools and methodologies, such as automated applicant tracking systems (ATS) and predictive analytics, to optimize the recruitment process and improve hiring outcomes. Kaur and Singh (2023) define advanced recruitment strategies as methods that incorporate cutting-edge technologies and data-driven approaches to improve recruitment outcomes. They emphasize the use of artificial intelligence (AI), machine learning, and big data analytics to streamline and enhance the hiring process.

Artificial Intelligence

Guszcza (2023) defines recruitment artificial intelligence as the application of machine learning algorithms and automated systems to streamline and optimize the recruitment process. AI technologies are used to analyze large volumes of data, predict candidate success, and reduce bias in hiring decisions. Binns and Li (2023) describe recruitment artificial intelligence as the integration of AI tools and technologies to enhance recruitment efficiency. They highlight how AI can automate routine tasks such as resume screening and candidate matching, allowing HR professionals to focus on strategic activities. Jain and Sharma (2023) define recruitment artificial intelligence as the use of AI-driven tools and platforms to support the recruitment process by improving candidate sourcing, assessment, and selection. They emphasize AI's role in personalizing candidate experiences and increasing the accuracy of hiring decisions. Baker and Allen (2022) view recruitment artificial intelligence as the deployment of AI technologies to enhance various stages of the recruitment cycle. This includes using AI for candidate sourcing, screening, and predictive analytics to identify top talent and improve the overall efficiency of the recruitment process.

Nguyen and Patel (2023) define recruitment artificial intelligence as the application of AI methodologies to automate and enhance the recruitment process. They highlight AI's capabilities in handling repetitive tasks, analyzing candidate data, and improving decision-making processes in hiring. Adeyemi and Adebayo (2023) define recruitment artificial intelligence as the use of AI-driven tools to automate and improve recruitment processes. They focus on how AI technologies, such as machine learning and natural language processing, are used to streamline candidate screening, enhance recruitment decision-making, and reduce biases in organizations. Okonkwo and Eze (2023) describe recruitment artificial intelligence as the application of AI technologies to improve recruitment practices by automating repetitive tasks, optimizing candidate matching, and leveraging predictive analytics to forecast candidate success in the labor market. Ibrahim and Bello (2022) define recruitment artificial intelligence as the use of advanced AI tools to enhance the recruitment process. They emphasize the integration of AI technologies for better candidate sourcing, automated screening, and more accurate assessment of job fit.

Chukwu and Okafor (2023) describe recruitment artificial intelligence as the deployment of AI systems to facilitate the recruitment process by automating candidate selection, improving job matching accuracy, and enhancing the overall efficiency of hiring in firms. Nwokoro and Udeh (2023) define recruitment artificial intelligence as the integration of AI-driven technologies into recruitment strategies to improve process efficiency and effectiveness. They highlight AI's role in automating administrative tasks, enhancing candidate experience, and making data-driven hiring decisions in the recruitment landscape.

Social Media

Davies and Reilly (2023) define recruitment social media as the use of social media platforms to enhance the recruitment process by promoting job openings, engaging with potential candidates, and building employer brand. They highlight how platforms like LinkedIn, Facebook, and Twitter are leveraged for sourcing and interacting with talent. Johnson and Smith (2022) describe recruitment social media as the integration of social media channels into the recruitment strategy to increase visibility and attract potential candidates. They focus on how social media tools are used for employer branding, job advertising, and engaging with talent communities. Nguyen and Nguyen (2023) define recruitment social media as the utilization of social media platforms to support and optimize recruitment efforts. They highlight the use of platforms like LinkedIn for professional networking and Twitter and Facebook for broadening candidate reach and engagement.

Williams and Brown (2023) view recruitment social media as a strategic approach to leveraging social networking sites for attracting, engaging, and recruiting candidates. They discuss how social media platforms are used to create a talent pipeline, manage job postings, and foster candidate relationships. Oluwaseun and Chike (2023) define recruitment social media as the practice of using various social media platforms to improve recruitment processes. They focus on how these platforms facilitate direct engagement with potential candidates, enhance job visibility, and build a strong employer brand.

ADVANCED RECRUITMENT STRATEGIES AND RECRUITMENT EFFECTIVENESS

According to Jackson and Bracken (2023) the integration of AI tools in recruitment helps in processing large volumes of applications more efficiently, thereby increasing the effectiveness of hiring practices. Nguyen and Nguyen (2023) discuss how social media and digital platforms used in recruitment can enhance candidate engagement and satisfaction. They argue that a positive candidate experience contributes significantly to recruitment effectiveness by attracting high-quality candidates and reducing time-to-fill positions. Smith and Lee (2022) highlight that data-driven recruitment strategies enable organizations to track and measure key recruitment metrics such as cost-per-hire, time-to-hire, and candidate quality. This data-driven approach leads to more effective recruitment processes and better hiring outcomes. Advanced recruitment strategies contribute to the effectiveness of recruitment by improving the quality of hires. Guszczka (2023) argues that advanced tools, such as predictive analytics, enhance the accuracy of candidate assessments, leading to better job fit and higher performance levels among new hires. This improved quality of hire is a direct measure of recruitment effectiveness.

Kaur and Singh (2023) discuss how advanced recruitment strategies that include employer branding and strategic alignment help in attracting the right talent. By aligning recruitment strategies with organizational goals and strengthening the employer brand, organizations can improve their recruitment effectiveness, as a strong employer brand attracts higher-quality candidates. Okoro and Iwueke (2023) discuss how the integration of technology, such as Artificial Intelligence (AI) and Applicant Tracking Systems (ATS), into recruitment strategies has significantly improved efficiency in Nigerian organizations. They argue that these technologies streamline candidate sourcing, screening, and selection, thereby reducing the time-to-hire and increasing recruitment effectiveness. Abdulrahman and Usman (2023) highlight that advanced recruitment strategies, such as personalized candidate engagement through digital platforms, have improved the candidate experience in Nigeria. By using social media and mobile recruiting tools, organizations can provide a more engaging and streamlined application process, which positively affects recruitment effectiveness by attracting top talent.

Chukwu and Oke (2023) examine how data analytics in recruitment strategies helps Nigerian firms make informed decisions. They emphasize that using data-driven insights to evaluate recruitment metrics, such as cost-per-hire and quality-of-hire, enhances recruitment effectiveness by allowing organizations to refine their strategies based on empirical evidence. Adewale and Olatunji (2022) focus on the importance of employer branding as part of advanced recruitment strategies. They argue that a strong employer brand, supported by digital marketing and social media, improves recruitment effectiveness by attracting high-quality candidates and enhancing the overall recruitment process in organizations. Ibrahim and Bello (2023) highlight how aligning recruitment strategies with organizational goals and values enhances recruitment effectiveness. They find that advanced strategies, such as competency-based recruitment and strategic talent management, ensure better organizational fit and improved performance among new hires in the Nigerian context.

II. METHODOLOGY

In this study, the cross-sectional research design was adopted. Cross-sectional research design “is an observational research method where data is collected from a population, or a representative subset, at a single point in time” (Kumar, 2023, 12). According to Fink (2023:7), he maintained that the cross-sectional research design “is used to assess the prevalence of outcomes from a population, identify relationships between variables, and understand current conditions or attitudes”. The population of this study, will cut across management employees from eight (8) foods and beverages manufacturing companies in Rivers State. It will include three (3) management employees from the stated industry. The criteria for this selection of the company is company presence in Port Harcourt, with a production facility here in Port Harcourt and a good organizational structure system.

The purposive sampling technique was adopted for this study. “Purposive sampling is a non-probability sampling technique where researchers select participants based on specific characteristics or qualities that align with the research objectives (Singleto, Straits & Straits, 2024, 17). This technique is often adopted “when the researcher needs to focus on a particular group with certain attributes, making it useful for in-depth studies where the sample needs to be representative of a particular population segment” (Bryman, 2023, 8). From the eight companies, the researcher purposively selected three (3) management employees from each company. This amounted to a population and sample size of twenty-four (24) respondents.

Table 1: The population distribution

S/N	NAMES OF COMPANIES	POPULATION
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1	International Breweries (Pabod Breweries)	3
2	Royal Salt (Producers of Mr. Chef)	3
3	Port Harcourt Flour Mills Limited	3
4	Dufil Prima Foods Ltd. (Makers of Indomie noodles)	3
5	Olam Nigeria	3
6	Bua Group	3
7	Nigerian Bottling Company (Makers of Coca Cola)	3
8	NASCON Allied Industries Ltd.	3
		24

Source: Field Data, 2024.

The research obtained its data only from the primary source. The primary source of data for this study was gathered and the research questionnaire. Simple and direct questions were used throughout the questionnaire, and complicated ones were avoided. The 5-point Likert scale is used to quantify the study's variables, including the predictor and criterion variables (5 being very high, 4 being high, 3 being moderate, 2 being low, and 1 being extremely low). The 5-point Likert scale “allows for nuanced responses without overcomplicating the survey, thus improving response rates and data quality” (Lee & Adams, 2024, 11).

The criterion variable, which is recruitment effectiveness was operationalized in recruitment speed, job performance matching and recruitment financial efficiency, while the predictor variable, advanced recruitment strategies was operationalized in artificial intelligence and social media. These variables had a total of 25 items. Data collected was coded, keyed in the computer and analyzed with the aid of Statistical Package for Social Sciences (SPSS), version 25. The Kendall tau-b Correlation was the adopted inferential statistics which was used to test the formulated hypotheses. The “Kendall tau-b statistic is robust and reliable even with smaller sample sizes, which is advantageous in management research where sample sizes can vary significantly” (Smith & Zhang, 2024, 15).

III. ANALYSIS AND DISCUSSIONS

Decision rule: “The decision rule which applies for all bivariate test outcomes is stated as follows: where $P < 0.05$, reject hypothesis on the basis or evidence significant relationship; and where $P > 0.05$, accept hypothesis on the basis of insignificant relationship between the variables” (Ahaiauzu & Asawo, 2016, 32). “The extent of influence is on this basis assessed using the Kendall tau-b value interpretations provided” by Ahaiauzu and Asawo (2016:56):

Table 2: Description on Range of correlation Kendall tau-b values and the corresponding level of association

Range of Tau-b value with positive and negative sign values	Strength of Association
$\pm 0.80 - 0.99$	Very Strong
$\pm 0.60 - 0.79$	Strong
$\pm 0.40 - 0.59$	Moderate
$\pm 0.20 - 0.39$	Weak
$\pm 0.00 - 0.19$	Very Weak

Source: Adopted from Ahaiauzu & Asawo, 2016, *Advance Social Research Methods*

The values of tau-b with a positive (+) sign indicate a positive link, whereas those with a negative (-) sign suggest an indirect/negative or inverse relationship. The direction of association between the two variables is thus explained by the sign of the Tau-b value. The aforementioned table serves as our yardstick for assessing the degree of correlation between the dimensions' and measures' understudied variables. These relationships range from very weak to very strong as seen from the table 2.

Table 3: Table showing correlation between recruitment artificial intelligence and the measures of recruitment effectiveness.

			AI	R Speed	Finance Eff	Job Match
Kendall's tau_b	AI	Correlation Coefficient	1.000	.813**	.643**	.731**
		Sig. (2-tailed)	.	.000	.000	.000
		N	24	24	24	24
	R Speed	Correlation Coefficient	.813**	1.000	.615**	.688**
		Sig. (2-tailed)	.000	.	.000	.000
		N	24	24	24	24
	Finance Eff	Correlation Coefficient	.643**	.615**	1.000	.666**
		Sig. (2-tailed)	.000	.000	.	.000
		N	24	24	24	24

Job Match	Sig. (2-tailed)	.000	.000	.	.000
	N	24	24	24	24
	Correlation Coefficient	.731**	.688**	.666**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	24	24	24	24

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data, 2024

Ho₁: There is no significant relationship between recruitment artificial intelligence (AI) and recruitment speed in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.813, table 3 demonstrates a significant and positively very high correlation between recruitment artificial intelligence (AI) and recruitment speed in foods and beverages manufacturing companies in Rivers State. The positive sign suggests that the correlation between the two variables is direct, and the very high value indicates a very strong direct relationship. As observed from the output, it implies that a better application of artificial intelligence in the recruitment process improves the level of recruitment speed. However, the null hypothesis is rejected and its alternative form accepted because the probability statistics indicates a value of 0.000, which is less than 0.05, at the 95% confidence interval for which the SPSS output were done. According to this, "recruitment artificial intelligence (AI) and recruitment speed in foods and beverages manufacturing companies in Rivers State" have significant relationship.

Ho₂: There is no significant relationship between recruitment artificial intelligence (AI) and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.643, it implies a significant and positively high association between recruitment artificial intelligence (AI) and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State. This suggests that the correlation between the two variables is directly strong. This means that the usage of artificial intelligence as an advanced recruitment strategy in foods and beverages manufacturing companies in Rivers State enhances the recruitment finance efficiency. Following the probability value of 0.000 from the Table 3, the null hypothesis is rejected and its alternative form accepted, as the value is lesser than 0.05, at the 95% confidence interval for which the SPSS analysis were done. Therefore, "recruitment artificial intelligence (AI) and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State" have a significant relationship.

Ho₃: There is no significant relationship between recruitment artificial intelligence (AI) and job performance matching in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.631, there is a significant and positively high correlation between recruitment artificial intelligence (AI) and job performance matching in foods and beverages manufacturing companies in Rivers State. This positive sign suggests that the correlation between the two variables is positively strong. It implies that recruitment artificial intelligence usage can be manipulated to enhance job-performance matching during recruitment exercise. Following the result output, the null hypothesis is rejected and its alternative form accepted as the probability statistics indicates a value of 0.000, which is less than 0.05, at the 95% confidence interval for which the SPSS calculations were done. Therefore, "recruitment artificial intelligence (AI) and job performance matching in foods and beverages manufacturing companies in Rivers State" is significantly related.

Table 4: Table showing correlation between social media and the measures of recruitment effectiveness.

			Social Media	R Speed	Finance Eff	Job Match
Kendall's tau_b	Social Media	Correlation Coefficient	1.000	.753**	.767**	.752**
		Sig. (2-tailed)	.	.000	.000	.000
		N	24	24	24	24
	R Speed	Correlation Coefficient	.753**	1.000	.615**	.688**
		Sig. (2-tailed)	.000	.	.000	.000
		N	24	24	24	24
	Finance Eff	Correlation Coefficient	.767**	.615**	1.000	.666**
		Sig. (2-tailed)	.000	.000	.	.000
		N	24	24	24	24
	Job Match	Correlation Coefficient	.752**	.688**	.666**	1.000

Sig. (2-tailed)	.000	.000	.000	.
N	24	24	24	24

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data, 2024

Ho4: There is no significant relationship between social media and recruitment speed in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.753, table 4 demonstrates a significant and positively high correlation between social media and recruitment speed in foods and beverages manufacturing companies in Rivers State. The positive sign suggests that the correlation between the two variables is direct, and the high value indicates a strong direct relationship. As observed from the output, it implies that a better usage of social media in the recruitment process improves the level of recruitment speed. However, the null hypothesis is rejected and its alternative form accepted because the probability statistics indicates a value of 0.000, which is less than 0.05, at the 95% confidence interval for which the SPSS output were done. According to this, "social media and recruitment speed in foods and beverages manufacturing companies in Rivers State" have significant relationship.

Ho5: There is no significant relationship between social media and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.767, it implies a significant and positively high association between social media and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State. This suggests that the correlation between the two variables is directly strong. This means that the usage of social media as an advanced recruitment strategy in foods and beverages manufacturing companies in Rivers State enhances the recruitment finance efficiency. Following the probability value of 0.000 from the Table 4, the null hypothesis is rejected and its alternative form accepted, as the value is lesser than 0.05, at the 95% confidence interval for which the SPSS analysis were done. Therefore, "social media and recruitment financial efficiency in foods and beverages manufacturing companies in Rivers State" have a significant relationship.

Ho6: There is no significant relationship between social media and job performance matching in foods and beverages manufacturing companies in Rivers State.

With a tau-b value of 0.752, there is a significant and positively high correlation between social media and job performance matching in foods and beverages manufacturing companies in Rivers State. This positive sign suggests that the correlation between the two variables is positively strong. It implies that social media usage can be manipulated to enhance job-performance matching during recruitment exercise. Following the result output, the null hypothesis is rejected and its alternative form accepted as the probability statistics indicates a value of 0.000, which is less than 0.05, at the 95% confidence interval for which the SPSS calculations were done. Therefore, "social media and job performance matching in foods and beverages manufacturing companies in Rivers State" is significantly related.

Discussion of Findings

Relationship between artificial intelligence and recruitment effectiveness.

According to Akinmoladun and Idowu (2024:14), "AI-driven tools streamline the recruitment process by automating candidate sourcing, screening, and shortlisting, which reduces the time and cost associated with hiring". One of the primary benefits of AI in recruitment is its ability to analyze large volumes of data quickly. This capability allows recruiters to identify suitable candidates more effectively than traditional methods. In Nigeria, where the job market is competitive and diverse, AI can help overcome the challenge of sifting through numerous applications to find the best fit. A study by Eze and Ogbu (2023) emphasizes that AI-powered systems can evaluate resumes and applications with greater accuracy, minimizing human bias and improving the quality of hires. According to Afolabi and Onwubiko (2023), AI can also support talent management by predicting future hiring needs and identifying skill gaps, which is particularly valuable in Nigeria's evolving job market.

AI tools can facilitate better alignment between educational institutions and industry requirements by analyzing job market trends and helping to shape curricula to meet the needs of employers. This alignment is essential for improving the employability of graduates in Nigeria (Okonkwo, 2024). Similarly, Onyejiaku and Okoli (2023:10) noted that "automating mundane tasks allows recruiters to focus on building relationships with candidates and assessing their cultural fit". AI algorithms can be designed to eliminate human biases in the recruitment process, leading to a more diverse and inclusive workforce (Owolabi & Adewale, 2021). According to Martin and Garcia (2023), this level of engagement can enhance candidates' perception of the organization and improve their overall experience. A study by Johnson and Smith (2024) emphasizes the need for ongoing monitoring and auditing of AI

systems to ensure that they do not reinforce discriminatory practices. Implementing fairness-aware algorithms and regularly updating training data can help mitigate these risks.

As noted by Kapoor, Singh, and Rana (2023), AI-driven platforms can analyze data from various sources, including social media and professional networks, to identify and attract potential candidates who might not be actively seeking new opportunities. Choi and Lee (2023) highlight that AI can process large datasets to identify patterns and correlations that human recruiters might overlook, leading to better alignment between candidates and job roles. Thus, this research infers that artificial intelligence enhances recruitment effectiveness in foods and beverages manufacturing companies in Rivers State.

Relationship between social media and recruitment effectiveness.

According to Kaur and Singh (2023), social media allows organizations to tap into both active and passive job seekers, thereby expanding their reach beyond traditional job boards. The interactive nature of social media also facilitates engagement with potential candidates through targeted job advertisements and content sharing, enhancing the visibility of job openings. As noted by Wang and Xu (2023), showcasing company culture, values, and employee testimonials on social media can attract candidates who align with the organization's ethos and are more likely to be a good cultural fit. According to Palomares and Soto (2023), recruiters can leverage social media to review candidates' online portfolios, endorsements, and connections, offering a more comprehensive view of their skills and experience compared to traditional resumes.

Additionally, social media platforms like LinkedIn offer advanced search features and algorithm-driven recommendations that assist recruiters in identifying and reaching out to high-potential candidates. This targeted approach improves the quality of candidate pools and increases the likelihood of finding suitable matches for open positions (Gonzalez & Martinez, 2023). According to Okeke and Ojo (2023), social media enables companies to reach a broader audience, including passive job seekers who are not actively looking for new opportunities but may be interested in suitable offers. This expanded reach is particularly valuable in Nigeria, where traditional job boards may not capture the full spectrum of potential candidates. Ige and Alabi (2024) highlight that platforms like LinkedIn offer tools for both direct recruitment and employer branding, helping organizations showcase their culture and values. This engagement fosters a more dynamic interaction between recruiters and candidates, leading to better alignment with organizational needs and candidate expectations. Therefore, this research infers that the usage of social media as an advanced recruitment strategy contributes to recruitment effectiveness.

IV. CONCLUSION AND RECOMMENDATIONS

Conclusion

Following the findings on the relationship between advanced recruitment strategies and recruitment effectiveness in foods and beverages manufacturing companies in Rivers State, Nigeria, it affirmed that advanced recruitment strategies substantially helps improve recruitment effectiveness. This position was deduced from the observed correlation between dimensions of advanced recruitment strategies and the measures of recruitment effectiveness. The various highpoints were reached;

- i. Artificial intelligence is a booster for enhancing recruitment speed required to hire, financial efficiency associated to recruitment and job-performance matching in the foods and beverages companies in Rivers State.
- ii. Social media is a tool employed for improving recruitment speed, managing finances for recruitment and balancing job-performance matching as evident in foods and beverages manufacturing companies in Rivers State.

Therefore, the study concludes that advanced recruitment strategies contributes to improved recruitment effectiveness in foods and beverages manufacturing companies in Rivers State.

Recommendations

The present study aimed to establish an empirical relationship between the advanced recruitment strategies and recruitment effectiveness in foods and beverages manufacturing companies in Rivers State, Nigeria. Based on the findings and conclusions, the study recommends that foods and beverages manufacturing companies should;

- i. Improve the use of AI powered tools designed for applicant tracking, screening, and big data management as these will enhance recruitment speed, manage funds and improve job matching.
- ii. Encourage and support the creation of proper content plan and the alignment of social media platforms with organizational objectives as these will positively help the time required to hire, reduce the cost associated to recruitment and properly aid job match.

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