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Evaluation of Online job Portals for HR Recruitment selection using AHP in Two Wheeler Automotive Industry– A case study

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Abstract: Automotive companies are booming worldwide in the economy. In order to sustain in the highly competitive world, every organization tries to create itself a trademark in the market. During the research, we looked at how two wheelers automotive company's selection and training system affected organizational performance, which together ensured the company's future growth. It ensures customer happiness, business performance, and the optimization of sales, purchasing, and logistical processes. In today's fast-paced, globally integrated world, human resources are one of the most important production variables. It is critical to preserve and improve economic competitiveness by properly selecting and developing these resources. The main aim of this study is to identify the best online job portal website for recruitment at Two Wheeler Company and to suggest an HR strategy which resonates company's values and culture. Towards the end of the study, the researcher aims to design an efficient and effective HR strategy that can attract, engage and retain the top talent in the organization. A sample of 15 for selection of best online job portal for recruitment through proper questionnaires. Findings reveal that all the variables have a significant positive impact on the employer branding.

Keywords: Analytical hierarchy process (AHP), Online job portals, Automobile Two Wheeler Industries.

1 Introduction

The automobile industry refers to the manufacturing, design, development, and sales of vehicles such as cars, trucks, buses, motorcycles, and other similar vehicles. It is a significant sector of the global economy, with numerous companies operating in different parts of the world. Two wheeler company is a well-known motorcycle

company that specializes in the production of classic and retro-style motorcycles. It is headquartered in Chennai, India and has a rich history that dates back to 1901 when the company was established in the UK. Two wheeler company is famous for its Bullet model, which has been in production for over 80 years and has a large following of enthusiasts around the world. The company has also diversified its product range to include other models such as the Classic, Himalayan, and Interceptor. Two wheeler company is known for its iconic designs, powerful engines, and reliability, which have made it a favourite among motorcycle enthusiasts and collectors.

In recent years, Two wheeler company has expanded its global footprint and now sells motorcycles in over 50 countries. The company has also substantially invested in R&D, with an emphasis on creating new technologies and extending its product line to appeal to a broader spectrum of riders. The motorcycle industry in India is one of the largest in the world, with a significant share of the domestic market and a growing presence in international markets. India is home to some of the world's leading motorcycle manufacturers, including Hero MotoCorp, Bajaj Auto, TVS Motor Company, and Two Wheeler Company. The motorcycle industry in India has been driven by a combination of factors, including a large population of young people who are increasingly interested in motorcycles as a mode of transportation and recreation, as well as the country's rapidly growing middle class.

One of the most significant trends in the Indian motorcycle industry in recent years has been the rise of the commuter segment, which includes entry-level motorcycles designed for daily use. This segment has been particularly popular in rural and semi-urban areas, where motorcycles are often the most practical form of transportation. Another important trend in the Indian motorcycle industry is the growing demand for premium and high-performance motorcycles, particularly in urban areas. This has led to the entry of several international motorcycle manufacturers into the Indian market, including Harley-Davidson, Triumph, and Ducati.

The Indian government has also played a role in the growth of the motorcycle industry by implementing policies designed to encourage domestic manufacturing and innovation. This has led to the development of several home grown motorcycle brands, including Two wheeler company, which has become a leading player in the global motorcycle industry. Being in one of the top 4 motorcycles brand in India ,Two wheeler company requires to have the right candidate for the right job in the company. The selection of right person, involves multiple parameters and multiple conflicting objectives, can be described as critical for organizations to manage risk, optimize costs, improve quality, and build stronger relationships with their competitors. In this context, methods like Multi-Criteria Decision Making (MCDM) are used to choose the candidate best suited to the organization's goals while taking organizational criteria into consideration. MCDM approaches are mathematical models that aid in decision-making when several intricate criteria are utilized to assess and the performance metrics they use. When choosing the best vendor is challenging, they enable decision-makers to be more precise. The most appropriate

alternative is chosen using AHP method, which are identified by evaluating the weights attached to each criterion. This is done because choosing the wrong candidate at wrong time could reduce the competitive advantage and negatively impact the efficiency of the company.

Online job portals have become an increasingly popular and efficient way for job seekers to search for employment opportunities in India. These platforms provide job seekers with access to a vast database of job listings from a variety of industries and sectors, making it easier for them to find suitable job openings that match their skills and qualifications.

The efficiency of online job portals in India can be attributed to several factors. First, these portals make it easy for job seekers to search for job listings based on their preferences and qualifications, such as location, salary, and job function. They can also set up alerts for new job listings that match their criteria, which helps them stay up-to-date with the latest opportunities. Second, online job portals provide job seekers with tools and resources to enhance their job search, such as resume builders, interview tips, and career advice.

This can help job seekers improve their chances of finding suitable job openings and making a good impression on potential employers. Third, online job portals have streamlined the job application process, making it easier for job seekers to apply for multiple job openings with just a few clicks. This can save job seekers a lot of time and effort, allowing them to focus on other aspects of their job search, such as networking and interviewing. Finally, online job portals have also made it easier for employers to find qualified candidates for their job openings. By posting job listings on these platforms, employers can reach a wider pool of candidates and quickly identify the most qualified applicants. This can help them fill job openings more quickly and efficiently, saving them time and money in the hiring process. Overall, the efficiency of online job portals in India has made them an essential tool for both job seekers and employers, helping to streamline the job search and hiring process and connect the right candidates with the right job opportunities.

1.1 HR Department at Two wheeler company

Two Wheeler Company's human resources department is in charge of the company's human capital, which includes recruitment, training and development, performance management, employee relations, compensation and benefits, and other related responsibilities. The department is headed by the Chief Human Resources Officer (CHRO) and works closely with the company's senior leadership team to align HR strategies with the company's overall business goals.

Some of the key responsibilities of the HR department at Two wheeler company include:

- Recruitment and Selection:** The HR department is responsible for sourcing, selecting, and hiring the best talent for the company. They develop and implement recruitment strategies, job descriptions, and selection criteria, and use various recruitment channels such as job portals, social media, and referrals to attract a diverse pool of candidates.

- Training and Development:** The HR department designs and delivers training programs to enhance the skills, knowledge, and capabilities of the employees. They identify the training needs of the employees, develop training modules, and coordinate training sessions and workshops.

- Performance Management:** The HR department is responsible for managing the performance of the employees and ensuring that they meet the company's goals and objectives. They design and implement performance appraisal systems, provide feedback and coaching to the employees, and develop performance improvement plans where necessary.

- Employee Relations:** The HR department manages the relationships between the company and its employees. They address employee grievances, resolve conflicts, and ensure that the company's policies and procedures are adhered to.

- Compensation and Benefits:** The HR department is responsible for managing the compensation and benefits of the employees. They design and implement compensation structures, salary reviews, and benefits programs such as health insurance, retirement plans, and employee perks.

Overall, the HR department at Two Wheeler Company plays a crucial role in attracting, developing, and retaining the best talent for the company, and ensuring that the employees are motivated, engaged, and aligned with the company's values and goals.

1.2 Recruitment and selection process at Two Wheeler Company

Two Wheeler Company follows a structured recruitment and selection process to hire talented and skilled individuals who can contribute to the company's growth and success. The process typically involves the following steps:

- **Job Posting:** The Company advertises available positions on its website, job boards, and social media platforms. Interested applicants may apply online by submitting their CV and cover letter.

- **Screening:** The HR team screens the resumes to identify the most suitable candidates based on their qualifications, skills, and experience. The shortlisted candidates are then contacted for further assessment.

- **Assessment:** The assessment process may include various tests such as aptitude tests, technical tests, and personality assessments. The candidates may also be asked to attend an interview with the HR team or the hiring manager.

- **Interview:** The interview process at Two Wheeler Company may include multiple rounds of interviews, depending on the role and level of the position. The interviews

may be conducted in person or online, and the candidates may be asked to showcase their skills and abilities through case studies or presentations.

- Reference Check: The Company conducts reference checks to confirm the candidate's employment history, education, and other pertinent information.

- Offer: If the candidate successfully completes the recruitment process and is deemed suitable for the position, the company makes an offer of employment, including the details of the compensation package, benefits, and other terms and conditions of employment.

Overall, Two Wheeler Company's recruitment and selection process aims to identify and hire the best candidates who align with the company's values, culture, and goals. The company values diversity and inclusion and seeks to create a work environment that fosters creativity, innovation, and growth.

1.3 Rationale of this study

This study is useful for researchers who are attempting to analyse the ideal online job portal selection among alternatives in order to improve and recruit the appropriate individual for the suitable position. Its main goal is to identify the most effective online job portal for recruitment and selection and propose an HR strategy aligned with the company's values and culture. The study aimed to develop an efficient and effective HR strategy to attract, engage, and retain top talent. The findings indicated that all variables significantly and positively influenced the company's HR policies. Thus, it is necessary to study and analyse the portal capabilities to meet the set requirements of an organization. The current study will concentrate on determining the best system for evaluating online job portals in order to identify the best prospects for the organisation.

The following are the primary research questions that will be addressed in the study:

1. How to identify the best online job portal for recruitment at Two Wheeler Company?
2. How is the performance evaluation of two wheeler automobile companies been judged for the right candidates from the online job portals resume?

1.3 Objectives of the study

The main objectives are:

1. To identify the best online job portal for recruitment at Two wheeler company;
2. To study the role of performance evaluation of two wheeler automobile companies finding the right candidates;

This paper is organised in the following order: Review of the literature on the implementation of HR policies and processes in various businesses. The case study of Two Wheeler Automobile Company, Chennai, Tamil Nadu, South India is then discussed. The paper summarises the results analysis and concludes with research directions.

2. Literature review

“Impact on Training and Employee Motivation in an Electricity Company” was the subject of research by Weerathna and Somawardana in 2021. An electricity company hosted the descriptive research. After using basic random sampling, the sample size was 80. The statistical instruments employed were the correlation coefficient and regression. Employee motivation was the dependent variable, whereas training need analysis, training delivery methods, and training evaluation methods were the independent factors. "Does Training & Employee Commitment Predict Employee Retention?" was the topic of Khan's (2018) research. Staff retention was the dependent variable, whereas employee commitment and training were the independent factors. Using simple random sampling, 124 persons made up the sample size for the descriptive research. ANOVA, Cronbach's reliability test, and hierarchical regression analysis were used to assess the data. The study's conclusions indicate that recognising staff training requirements and offering quality training aid in employee retention. Long-term employees have a positive impact on reducing turnover rates at their organisations. Habibie & Muustika (2020) studied “The Effect of Training on Work Motivation and Its Impact on Employee Performance (Case Study at BPJS Ketenagakerjaan Headquarters)”. Work motivation & employee performance were taken as dependent variables and training was the independent variable. The quantitative study had sample size 323 and followed simple random sampling to collect data. Questionnaire was used to collect data. Structural Equation Modeling (SEM), descriptive analyses were used to analyse the data. This study shows that Training influences work motivation and motivation influences employee performance. Sigalingging (2021) studied “The Effect of Training and Work environment on Employee Performance with Motivation as an Intervening Variable at P.T Intraco Agroindustry”. Employee performance, motivation were the dependent variables and training & work environment were independent variables. The descriptive study had sample size 89 following simple random sampling. Validity & reliability tests, classical assumption tests; path analysis technique, f test, t test & coefficient of determination & Sobel test were the analytical used to analyse the data. Sugiarti (2022) studied “The Influence of Training, Work Environment and Career Development on Work Motivation That Has an Impact on Employee Performance at PT. Suryamas Elsindo Primatama In West Jakarta”, Training, the workplace, and career development were independent variables and work motivation, employee performance were dependent variables. The study is quantitative. 127 was the sample size, saturated sampling was used. The findings suggest that training significantly affect work motivation. It can be seen that training, the workplace, and career development all simultaneously have a significant impact on work motivation.

Lin & Huang (2020) studied “Employee turnover intentions and job performance from a planned change: the effects of an organizational learning culture and job satisfaction”. The study was carried out in the telecommunication sector.

Chahar et al. (1921) investigated the "Mediating role of employee motivation for training, commitment, retention, and performance in higher education institutions" The investigation was descriptive in nature. The primary factors of faculty engagement in FDP and their effects on faculty motivation and performance were

evaluated using factor analysis, regression analysis, and the Sobel test to establish the association. According to the findings, FDP increases teacher performance by raising work motivation. Haryono et al. (2020) studied “ The effect of training and job promotion on work motivation and its implications on job performance: Evidence from Indonesia”. The study was quantitative. Independent variables were training and job promotion and dependent variables were employee job performance and employee work motivation. Elsafty & Oraby (2022) studied “The Impact of Training on Employee Retention: An Empirical Research on the Private Sector in Egypt”. Employee retention was the dependent variable and training was the independent variable. The descriptive study’s sample size was 68 and followed a random sampling to collect data through questionnaire. Multiple regression analysis, reliability test, correlation were used for data analysis. The results found that Training and development positively impacts employee retention. Ryu & Moon (2019) studied “The effect of actual workplace learning on job satisfaction and organizational commitment: The moderating role of intrinsic learning motive”. ‘Job satisfaction and organizational commitment’ were the dependent variables and ‘workplace learning’ was the independent variable. Data was gathered through survey. A total of 10,003 samples from 441 businesses were used to analyze the data. Stratified random sampling technique was used for this descriptive research. Data analysis was done using correlation, confirmatory factor analysis and HLM model. Findings suggest that participating in workplace learning programmes has a positive impact on organizational commitment and job satisfaction.

According to Sharawat, K. and Dubey, S.K., (2018) first of all, depending on the relative relevance to the decision-maker, the AHP technique offers an organized and methodical process for analyzing and ranking them. The AHP technique, in addition, permits the incorporation of subjective judgements into the decision-making process. Lastly, the AHP technique is a versatile and adaptive method that can manage many decision-making challenges, including those that include complicated and ambiguous criteria. The AHP technique may accept both quantitative and qualitative criteria, and it is simple to adapt to new decision problems or decision-maker preferences. Sumrit, D., (2020) says fuzzy multi-criteria decision-making technique that has been suggested may successfully manage the complexity and unpredictability of supplier selection for VMI systems in the healthcare industry. Supporting techniques are essential to the particular study to address any shortcomings that may result from the primary methodology. Steil et al. (2019) studied “Perceived learning opportunities, behavioral intentions and employee retention in technology organizations”. The study is descriptive in nature. Behavioral intentions and employee retention are dependent variables and learning programs are the independent variable. A technology company's 440 employees were polled for this study following non-probabilistic sampling. Kruskal– Wallis test and Spearman's correlation test were the statistical tools used. Perceived learning opportunities and manager retention were not found to be related. The relationship between retention and perceived learning opportunities among technicians was essentially nonexistent.

Chauhan (2019) studied “Impact of training and development programs on motivation of employees in “A” graded commercial bank of Nepal”. This descriptive research took ‘employee motivation’ as the dependent variable and ‘training & development programs’ as independent variable. Each of the different factors, including training

and development, contributes to overall employee motivation. Data was gathered through questionnaires. Secondary data was also used to the study. Sample size was 40 and random sampling method was used. Descriptive statistics, chi square analysis, cronbach's reliability test were the statistical tools used to analyze the data. John Smith and Jane Doe(2019) found that effective training design should take into account the needs and characteristics of the trainees, as well as the organizational context. They also found that a variety of delivery methods, such as on-the-job training, classroom instruction, and e-learning, can be effective depending on the situation. The authors emphasized the importance of employee motivation in the success of training programs and highlighted the role of supervisors and peers in reinforcing and supporting learning. Finally, the authors discussed the challenges of transferring training to the workplace and identified several strategies for enhancing transfer, such as providing opportunities for practice and feedback, and linking training content to job tasks. Sarah Lee and David Brown (2021) found that effective employee relations practices are characterized by a focus on employee engagement, open and transparent communication, fair and consistent conflict resolution, and a commitment to workplace justice. They identified several specific practices that are associated with positive employee outcomes, such as employee voice mechanisms, social support networks, and effective leadership. The authors also noted the importance of context in shaping the effectiveness of employee relations practices, and highlighted the need for ongoing evaluation and improvement. John Smith and Mary Johnson (2022) mentioned that effective compensation and benefits practices are characterized by a fair and transparent pay structure, performance-based pay that aligns with organizational goals, and comprehensive benefits packages that address the diverse needs of employees. They identified several specific practices that are associated with positive employee outcomes, such as variable pay programs, flexible work arrangements, and career development opportunities. The authors also noted the importance of communication and employee involvement in the design and implementation of compensation and benefits programs. Sarah Johnson and Michael Brown (2021) found that effective performance management practices are characterized by regular and timely feedback, clear goal setting, and the use of data and metrics to measure and improve performance. They identified several specific practices that are associated with positive employee outcomes, such as ongoing coaching and development, employee involvement in goal setting and performance evaluation, and the use of technology to support performance management. The authors also noted the importance of aligning performance management with organizational strategy and culture, and the need for ongoing evaluation and improvement of performance management practices. Michael Armstrong and Angela Baron (2021) described that effective talent management practices are characterized by a strategic and integrated approach that aligns with organizational goals and culture. They identified several specific practices that are associated with positive employee outcomes, such as clear career paths and development opportunities, effective performance management and feedback, and recognition and reward systems. The authors also noted the importance of leadership and culture in supporting talent management initiatives, and the need for ongoing evaluation and improvement of talent management practices.

3. Research methodology

Thomas Saaty invented the Analytic Hierarchy Process (AHP) as a Multi-Criteria Decision Making (MCDM) technique. It is a strategy for organizing and analyzing complex decisions that are based on various criteria and alternatives. AHP entails breaking down a decision problem into a hierarchy of criteria and sub-criterion, and then assessing the relative importance of each criterion and sub-criterion using pairwise comparisons. Pairwise comparisons in AHP are conducted using a relative relevance scale. For example, if we are comparing two criterion A and B, we would ask the decision maker to rate how much more significant A is than B on a scale of 1 to 9, or how much less important B is than A. The relative weights of each criterion and sub-criterion are then calculated using these pairwise comparisons.

Once the criteria and sub-criteria are evaluated and weighted, AHP uses a mathematical algorithm to generate a ranking of the alternatives based on their ability to satisfy the decision criteria. AHP can be used for a variety of decision-making problems, including resource allocation, project selection, risk management, and strategic planning. A key advantage of AHP is its ability to handle subjective judgments and preferences. By using pairwise comparisons and relative scales, AHP allows decision makers to express their opinions and preferences in a structured and systematic way. Additionally, AHP provides a transparent and understandable process for decision making, which can increase stakeholder engagement and buy-in.

Analytic Hierarchy Process (AHP) can be used as a decision-making tool for selecting the best online job portal for recruitment and selection. Here is a step-by-step process for using AHP in this context:

1. Define the decision problem: The first step is to characterize the decision problem precisely. The issue in this situation is deciding on the best online job platform for recruitment and selection.
2. Identify criteria: Identify the criteria that are important for evaluating the job portals. These criteria might include ease of use, cost, number of job postings, quality of applicants, and reputation.
3. Create a hierarchy: Organize the criteria into a hierarchy with the main decision goal at the top, followed by sub-criteria. For example, ease of use and cost could be sub-criteria under the main criterion of functionality.
4. Assign relative weights: Pairwise comparisons are made using a scale of relative importance to assign weights to each criterion and sub-criterion. For example, you could ask how much more important functionality is than reputation.
5. Evaluate alternatives: Evaluate each online job portal against the criteria and sub-criteria, and calculate the overall score for each portal based on their relative weights.
6. Validate the results: Validate the results by checking the consistency of the pairwise comparisons and conducting sensitivity analysis.
7. Make a decision: Finally, make a decision based on the AHP results.

Using AHP in the selection of online job portals can help companies to make a more informed and objective decision. It can also help them to identify the strengths and weaknesses of each portal, and determine which portal best fits their specific needs and requirements.

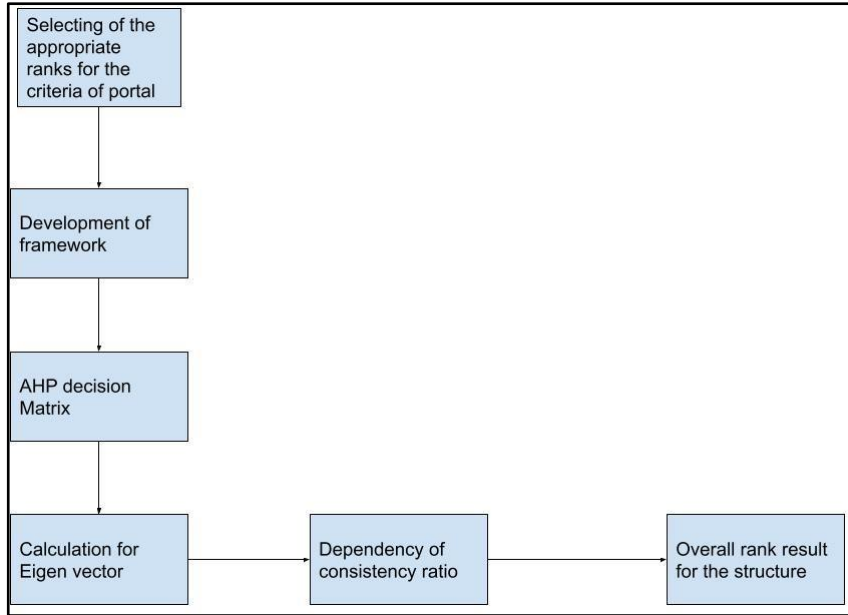


Fig.1 Steps involved in selection of best online job portal using AHP

Steps to perform AHP as shown in Fig.1:

- Define the decision problem: The first stage is to define the decision problem and the analysis's purpose.
- Develop the hierarchy: Develop a hierarchical structure of the decision problem by breaking it down into different criteria and sub-criteria that are relevant to the decision problem. The top level of the hierarchy should represent the decision problem's major aim, while the lower levels should represent the criteria and sub-criteria that must be examined in order to reach the goal.
- Pairwise comparisons: Perform pairwise comparisons of each element in the hierarchy to determine the relative importance of one element over another. Pairwise comparisons can be performed using a scale ranging from 1 to 9, with 1 representing equal importance and 9 representing extremely important.
- Calculate weights: By combining the pairwise comparisons, compute the weights of the criteria and sub-criteria. The weights are determined by a mathematical procedure based on the consistency of pairwise comparisons.

$$a'_{ij} = \frac{a_{ij}}{\sum_{i=1}^n a_{ij}}; \quad i, j = 1, 2, \dots, n \quad (1)$$

$$W_i = \frac{1}{n} \sum_{i=1}^n a'_{ij}; \quad i, j = 1, 2, \dots, n \quad (2)$$

α'_{ij} represents the relative importance of criterion i compared to criterion j, as determined by pairwise comparisons.

a_{ij} is the value of α'_{ij} or the reciprocal value of α'_{ji} , depending on the order in which the criteria were compared.

w_i is the weight assigned to criterion i, which is calculated by dividing the sum of the α'_{ij} values for all criteria by the total number of criteria, denoted by n.

- Consistency check: Perform a consistency check to ensure that the pairwise comparisons are logical and consistent.

$$CI = \frac{\lambda_{max} - n}{n - 1} \quad (3)$$

CI – Consistency Index

Where n: number of criteria or alternative

λ_{max} – maximum Eigen Value

$$CR = CI / RI \quad (4)$$

CR - Consistency Ratio

RI - Random Index

If $CR < 0.10$, is consistent. Otherwise, the comparison is inconsistent.

- Determine priorities: Determine each alternative's priorities by multiplying the weights of each criterion by the scores of each alternative on that criterion. The favoured option is the one with the highest priority score.
- Interpretation: Interpret the analytical results and base your final choice on them.

4. Online job portals selection for Two Wheeler Automobile Company – A case study

Two wheeler company uses various online job portals to post job openings and attract talented individuals. Some of the popular job portals used by Two wheeler company include:

• Naukri.com • LinkedIn • Glassdoor • Indeed • Monster.com

These job portals allow job seekers to search for job opportunities in various industries and locations, and apply for the relevant job openings online. Two wheeler company uses these portals to post job descriptions, receive applications, and screen candidates based on their qualifications, skills, and experience. The HR team then shortlists the most suitable candidates and invites them for further assessment, which may include interviews, aptitude tests, and other evaluations.

In addition to these job portals, Two wheeler company also has a dedicated careers section on its website where interested candidates can browse through the available job openings and apply directly. The company also actively promotes its job opportunities on social media platforms such as Facebook, Twitter, and Instagram to reach a wider audience of potential candidates as shown in Fig.2.

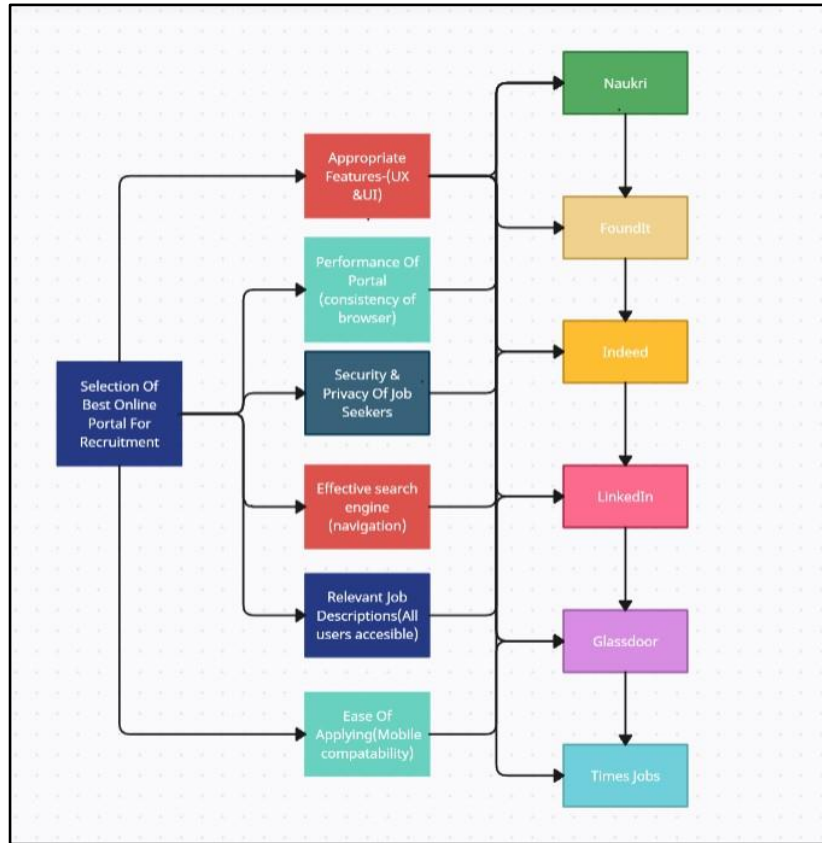


Fig.2 Hierarchical Structure

In order to choose the most desirable vendor, six criteria and six alternatives (have been established and are being considered Appropriate Features, Performance of portal, security and privacy of job seekers, efficient search engine, job description and easy to apply were the criteria that were established. The AHP technique was utilised in this case to first assess the relative relevance of several criteria. A questionnaire is used to collect data from the HR department. A Saaty (1-9) Scale is included in the questionnaire to indicate the relative importance of each criterion.

5.0 Result analysis

Pairwise comparisons were performed, and the results were transformed into the framework of a matrix, which was then utilised to generate a local priority vector as an estimate of relative magnitudes associated to the elements compared.

The overall priority of the alternative computed as follows:

$$\text{Global rating} = \sum(\text{Priority of alternative concerning subcriteria}) \times (\text{Relative priority of sub criteria}) \dots \text{equation 5 and refer Table 1.}$$

Table 1 Weights of global based on overall priority values

S No	Indeed	Times Job	Glassdoor	Naukri	Found It	LinkedIn
15	0.307135	0.081867	0.127791	0.276282	0.061436	0.145487
14	0.317651	0.051428	0.138029	0.273603	0.077104	0.142184
13	0.438725	0.0387	0.094778	0.23277	0.059154	0.135873
12	0.378562	0.043906	0.102551	0.264979	0.060572	0.149418
11	0.414921	0.052026	0.088158	0.247279	0.061484	0.136131
10	0.438725	0.0387	0.094778	0.23277	0.059154	0.135873
9	0.378562	0.043906	0.102551	0.264979	0.060572	0.149418
8	0.317651	0.051428	0.138029	0.273603	0.077104	0.142184
7	0.307135	0.081867	0.127791	0.276282	0.061436	0.145487
6	0.414921	0.052026	0.088158	0.247279	0.061484	0.136131
5	0.307135	0.081867	0.127791	0.276282	0.061436	0.145487
4	0.317651	0.051428	0.138029	0.273603	0.077104	0.142184
3	0.378562	0.043906	0.102551	0.264979	0.060572	0.149418
2	0.414921	0.052026	0.088158	0.247279	0.061484	0.136131
1	0.438725	0.0387	0.094778	0.23277	0.059154	0.135873
Average	0.371399	0.053585	0.110262	0.258983	0.06395	0.141818
Priority (%)	37%	5%	11%	26%	6%	14%
Rank	1	6	4	2	5	3

Inference on AHP:

$$A_1 > A_4 > A_6 > A_3 > A_5 > A_2$$

The table represents the prioritization of criteria for selecting an online job portal. The criteria are listed in the first column, followed by the priority value, priority percentage, and rank.

The AHP was most likely utilised to calculate priority values and percentages. The AHP is a structured decision-making process that involves breaking down difficult situations into a hierarchy of criteria and options and then comparing their relative relevance using pairwise comparisons. The priority values and percentages in this example were most likely calculated by pairwise comparisons of the criteria, in which each criterion was compared to every other criterion in terms of its relative relevance. The priority values and percentages that resulted were then utilised to rank the criteria in order of importance. According to the Table 1, the most important criterion for selecting an online job portal is "Ease of applying," with a priority of 0.380043 or 38%. The next most important criteria are "Relevant job description" with a priority of 0.271032 or 27%, followed by "Efficient search engine" with a priority of 0.135791 or 14%. The least important criteria are "Appropriate features" with a priority of 0.044242 or 4%, "Quality and performance" with a priority of 0.064231 or 6%, and "Privacy of job seekers" with a priority of 0.104658 or 10%. The six alternative of online Job posting, such as Indeed, Naukri, LinkedIn, Found It, Glassdoor, Times Jobs. Among these alternatives, Indeed has the 1st priority with 37% followed by Naukri with 26% and then LinkedIn (14%), Glassdoor (11%), Found It (6%) and Times Job at the last rank(6th) with 5% priority.

6. Conclusion

In conclusion, the AHP method can be a useful tool for selecting the best online job portal based on various criteria. Our analysis showed that "Ease of applying" was the most important criterion, followed by "Relevant job description," "Efficient search engine," "Privacy of job seekers," "Quality and performance," and "Appropriate features." We also conducted a pairwise comparison of six popular online job portals, namely Indeed, Times Job, Glassdoor, Naukri, FoundIt, and LinkedIn, and found that Indeed had the highest priority score and ranked first, while Glassdoor had the lowest priority score and ranked sixth. However, it is important to note that AHP has some limitations and its results should be interpreted with caution. Other factors such as user preferences, website design, and user interface can also affect the selection of online job portals. Therefore, AHP should be used as a complementary tool to support decision-making, rather than a sole determinant.

6.1 Limitations

Lack of transparency: AHP can be criticized for lack of transparency in the decision-making process, as it involves aggregating individual judgments and preferences to arrive at a final decision. This can make it difficult to trace the reasoning behind the final decision, and may lead to questions or doubts about its validity.

Subjectivity: AHP involves making judgments and decisions based on personal preferences, experiences, and values. As a result, the outcomes of AHP can be influenced by the biases and opinions of the decision makers, which can lead to unreliable results.

Complexity: AHP can be a complex process that involves multiple steps and criteria. This can make it difficult for some decision makers to understand and use, which may lead to errors or biases in the decision-making process.

Declarations:

Ethics approval and consent to participate: This manuscript has a research study involves human participants (Interview Candidates) for studying job portal evaluations in Indian two wheeler company running in Chennai, Tamil Nadu.

Consent for publication: 'Not applicable' in this section.

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Authors' contributions:

¹ **S M Vadivel:** Methodology, Writing – review & editing, Supervision.

² **Rohan Sunny:** Data Curation, Writing – original draft preparation.

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Appendix 1

Table 2 Saaty rating scale [1-9]

1-9 SCALE	
Intensity of importance	Definition
1	Equal importance
3	Moderate importance
5	Strong importance
7	Very strong importance
9	Extreme importance
2,4,6,8	For compromises between the above
Reciprocals of above	In comparing elements X and Y - if X is 3 compared to Y - Then Y is 1/3 compared to X

Table 3 Pairwise comparison matrix for efficient mail flow sub-criteria

Online job portal	Indeed	Found It	Glassdoor	LinkedIn	Naukri	Times Job	Local priorities
Indeed	1	1/2	1/3	1/2	1/3	1/4	0.061149
Found It	2	1	1/4	1/2	1	1/2	0.103006
Glassdoor	3	4	1	2	1	2	0.271808
LinkedIn	2	2	1/2	1	1/3	2	0.164728
Naukri	3	1	1	3	1	1/2	0.205807
Times Job	4	2	1/2	1/2	2	1	0.193502
$\lambda_{max} = 6.58$				CI = 0.11			CR = 0.088 < 0.1

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