**Abstract**

Over the past three decades, HR technology has made amazing improvements – moving from paper to predictive analytics. People are the biggest asset and cost for most companies – so new ways of streamlining the process of hiring, retaining and firing are being developed every day. Big data is disruptive technology affecting every area of our lives, from consumer statistics and behavior to health care. It is now firmly established at the core of ‘ the new HR’. Big Data help recruiters quantify many of the decision-making factors. Thus the era of big data recruiting has arrived. Big data is resulting in the creation of a wonderland of possibilities for HR – the arm of business dedicated to making sure a company has the right people in the right place at the right time .These advancements have enabled recruiters to source talent faster and smarter, which in turn, helps them achieve the organization’s business objectives. With the help of the latest innovations in technology, talent acquisition professionals can truly contribute to a company’s profitability by proactively creating the talent pipelines required to meet critical hiring needs. This article focuses on big changes in recruitmemnt, effectiveness, Advantages of Online Recruitment Based on Big Data and hiring using robot recruiters.