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A Study on Effectiveness of E-Recruitment Method in IT Industries in Bangalore City, India

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Abstract: ***This E-recruitment is also known as Online recruitment where companies and HR professionals use Online methods such as posting the job online, on social media, or on their in-house platforms to post their job advertisements in search of potential candidates. E-recruitment is faster and more effective compared to the traditional methods of hiring and due to this fast-changing environment and trends, Companies/HR professionals want to adopt E-recruitment as a part of their hiring process. The title of my study is "A study on the effectiveness of adoption of E-recruitment method in IT industries in Bangalore city". Bangalore city is the IT Capital of India and is the fastest growing industry in the world and hence provides millions of job opportunities and there is a need for an effective and faster hiring process to fill this massive need. As Bangalore is called the Silicon Valley of India, I felt that there was a need to study how effective the E-recruitment methods are. This study was done to understand how effective the E-recruitment methods are in IT industries in Bangalore. This study was done using research methodologies where the sample size is 6 and sampling technique is Random Sampling method, data collection tool is Structured Questionnaire and Telephonic interview with HR professionals in Bangalore city. Variables like time saved, organizational change, unqualified candidates, etc. are chosen to collect and analyze the data. In this study, how effective the adoption of E-recruitment is in IT industries in Bangalore city is measured. To measure and analyze this, a Structured Questionnaire with a set of questions was administered via Google Forms and received 50 responses from HR professionals who reside in Bangalore City. The analysis for the study was carried out using SPSS Software and conclusions were drawn with the help of that analysis. This study concludes that there is good effectiveness of adoption of E-recruitment methods in IT industries in Bangalore city. HR professionals feel that time is saved in E-recruitment as many unqualified candidates do not apply to the unqualified job and the satisfaction of the candidates they hired, organization change in E-recruitment is important. HR professionals think that there is a need for good verification of candidates during online job postings.***

Keywords: Effectiveness, Job Boards, Potential, Challenges, Perception

I. INTRODUCTION

E-recruitment introduced us to a more effective and advanced hiring process. As the IT industry is rapidly increasing and unpredicted times such as COVID-19 make E-recruitment the best to last option for many companies and HR professionals.

E-recruitment is an Online Recruitment of hiring candidates for a specific job. HR professionals believe that the Future of hiring is through E-recruitment as it helps fasten the hiring process. E-recruitment saves time and costs. Through E-recruitment Companies can reach out to potential candidates. Most companies including start-ups and HR professionals in Bangalore City have adopted E-recruitment for their hiring process. Many choose E-recruitment compared to traditional methods of hiring. Due to COVID-19 restrictions, employees are working from home, and HR professionals and Companies believe E-recruitment is their way and it also combats the spread of the virus. One of the first steps in E-recruitment is online posting in various E-recruitment platforms such as Naukri, Indeed, LinkedIn, etc, many companies also have their in-house platforms or hire Recruitment agencies. This way the HR professionals can effectively start their E-recruitment process. Bangalore city is the fastest growing and is known as India's High-Tech center. It provides millions of jobs in the IT industry and very little research has been done on how effective the adoption of E-recruitment has been in IT industries in Bangalore city, this inspired me to research this area.

A. Elements of E-recruitment Includes

1) *Company in-house platforms or Job Boards:* Helps as a bridge of communication of the job posted between the HR professionals and Potential Candidates.
2) *Applicant Tracking Systems:* Where candidates who applied for a specific job can track their status.
3) *Online Tests:* Candidates are asked to give online exams to identify potential candidates.
4) *Social Media:* It helps reach more candidates and brings in diversity.

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II. LITERATURE REVIEW

Aakash Gopalia (2004) - This research paper, studies the recruiting case of Tesco to assess how effective the E-recruitment is. This study used theory-building approach. E-recruitment cuts the costs compared to traditional recruitment and its effectiveness can be used by other organisations throughout different industries.

Ms. D Shahila & Ms. R. Vijayalakshmi (2013)- This research paper, studies the usage of trends, challenges, methods and practice in e-recruitment. Organisations use E-recruitment for job postings and hiring. Many of the applicants find the process easier as the companies provide value added services.

Sree Lakshmi.J & Dr.A.Ravi (2013)- The main theme of the study is to select the right person for the right job through E-Recruiting the recruiters filter the candidate and select the candidate and the persons were selected in E-recruiting is call for an interview. Based on the interview process followed in the particular organization they may select the candidate for their organization. E-recruiting is hiring potential candidates with various processes like Screening of resume, online tests, etc.

Dr. Ankita Jain, Ankita Goyal (2014)- This paper determines what all E-Recruitment strategies are used by the organizations in India after being globalized. This study was conducted in few of the reputed banks in Jaipur, India. It studies on the processes of re-recruitment along with its methods. It further studies about the challenges and advantages.

Ghadeer Mohamed Badr ElDin Aboul-Ela (2014)- This research paper, studies the theoretical background and the perceived e-recruitment benefits from the recruiter's viewpoint. Scale used was Perceived benefits of E-recruitment.

Results to Validate the scale were obtained from the Statistical analysis and used for the study.

Wolfswinkel, Furtmueller & Wilderom (2015)- This research paper, studies the synthesis of e-Recruitment and show casing the interconnections of the process and need for future research and defing e-Recruiting. This study used grounded theory.

Rozy Rani (2016)- This research paper, studies that the E-recruitment methods needs to developed to make them User-friendly for the applicants. This study provides information on how E-recruitment can be helpful for both Recruiters and applicants.

Tanvi Rana, Neha Singh (2016)- This research paper studies the advantages and disadvantages of E-recruitment and how effective it is. The recruitment process has been shifted from the Traditional method to the E-recruitment method. E-recruitment uses various tools and platforms on the Internet to find the potential candidates, hiring and retaining.

Brijendra Singh Yadav (2017)- This research paper, studies the steps for effective e-recruitment. Due to E-recruitment, organizations can hire potential candidates from anywhere around the world without any restrictions, this study also mentions the same for the candidates. This is reason why E-recruitment is a choosen method for hiring the potential candidates.

Prakash Yadao Khillare, Smita Kashinath Shirsale (2017)- This research paper, studies various processes for good electronic recruitment. The world of recruitment is getting revolutionized. The millennial generation can not visualize life without computers, tabs, or smartphones.

Piana Monsur Mindia, Md. Kazimul Hoque (2018)- This research paper, studies the E-recruitment's Technology acceptance model and its impacts on the job search and hiring of potential candidates. E-recruitment is effective because it cuts time and effort. It studies about how effective the E-recruitment is compared to traditional recruitment.

Thirupathi Chellapalli (2018)- This research paper studies the process and adoption E-recruitment in India, Kolkata. This study mentions that organizations are using many recruitment strategies and process for their E-recruitment to attract qualified applicants like by combining newspaper ads with executive search and more.

V.Indira, S.Rathika (2020)- This research paper, studies the process of finding a job using the online recruitment. Sample size used was 50. It investigates the hiring and findings of a position. The study shows how online recruitment is influencing the recruitment process of organizations.

Dr. Bijal Shah Tilakraj Singh (2021) -This research paper, studies e-recruitment technology. This study was done by understanding the e-recruitment and its effectiveness, benefits in the Private Sector organizations of India.

III. RESEARCH METHODOLOGY

1) Primary Objective

- To study the effectiveness of adoption of E-recruitment method in IT industries in Bangalore city.

2) Secondary Objectives

- To study the perception and perceived advantages of E-recruitment among HR Professionals
- To explore the challenges associated with HR professionals adopting the E-recruitment method.
- To analyse the effectiveness of the E-recruitment process in IT industries

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3) *Research Design:* Research design is the overall process of strategy that is utilized to carry out the research that has a logical plan to arrive at and find out solutions to the established research questions. In this is the study I have used a descriptive research design.
4) *Sampling Method:* For this study, I have used Random Sampling Method. In this method, from the statistical population, the sample has an equal probability of being chosen.
5) *Sample Size:* The sample size is a collection of complete responses that a survey receives. The Sample size is 50. This sample size was obtained from HR professionals in Bangalore city. Here Random sampling method was used.
6) *Population Size:* Population in this study refers to individuals that have the common profession, city. My Sample size is 6 for this study and individuals are HR professionals and the city is Bangalore.
7) *Statistical tools used:* SPSS is a statistical software used to analyze the available data and helps to arrive at certain results.

A. Methods of Data Collection:

1) *Primary Source:* In this, data collection was using Structure Questionnaire via Google forms and respondents were HR Professionals from Bangalore City. Telephonic Interviews with HR Professionals of IT industries from Bangalore City.
2) *Secondary Source:* Collected secondary data from various research papers, journals, articles.

Bangalore is called the Silicon City and IT Industry of India. Are the E-recruitment methods that are used by HR professionals/companies in Bangalore City effective to meet this global standards. E-recruitment is now being accepted and used by many HR Professionals around the world. There was dearth to understand how effective E-recruitment adoption is and how is it benefiting HR Professionals in effective recruitment. There was need to address the factors like time, adoption to organization change, challenges and perception to understand the overall effectiveness.

- Very little research has been carried out from the Employer Point of View about the adoption of the E-recruitment method.
- No research was found in which HR professionals being respondents for the study on E-recruitment in IT industry in Bangalore city especially.
- Limited research has been done on the challenges associated with HR professionals and measuring the overall effectiveness of the E-recruitment method in IT industries.
- There is less research conducted on perception on E-recruitment and more research has to be made over this growing phenomenon

B. Objectives

1) *Objective 1:* To study the perception and perceived advantages of E-recruitment among HR Professionals
2) *Objective 2:* To explore the challenges associated with HR professionals adopting the E-recruitment method.
3) *Objective 3:* To Analyze the effectiveness of the E-recruitment process in IT industries

C. Scope of Present Investigation

To understand the perception and perceived advantages of HR Professionals who use E-recruitment methods.
To understand the challenges of HR Professionals who use E-recruitment methods.
To understand how effective the E-recruitment methods are in IT industries in Bangalore city.

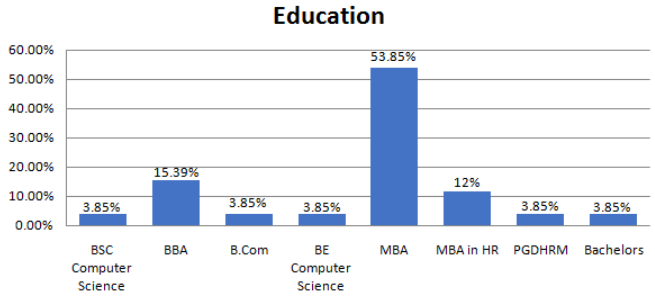
IV. LIMITATIONS OF THE STUDY

1) This study was confined only to Bangalore city.
2) This study did not address the viewpoint of Employees and was confined only to HR Professionals.
3) It was difficult to conclude whether all of the responses given were genuine.

V. ANALYSIS OF QUESTIONNAIRE

The questionnaire Formed for this study- The questionnaire consisted of 27 questions. Question 1 to 5 had yes or no choice questions and a Five point Likert scale was used, where Scale 1 being strongly disagree and 5 being strongly agree, for questions from 6 to 27.

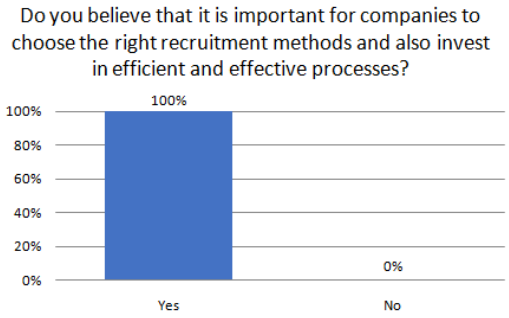
A. Education Qualification of respondents



(fig.1)

Through this graph(fig.1) we can interpret that 53.85% of the respondents(HR professionals) have completed their MBA degree, 15.39% of the respondents have completed their BBA degree, 12% of the respondents have completed their MBA in HR degree. Through this graph(fig.1), we can understand that the highest number of respondents have completed their MBA degree.

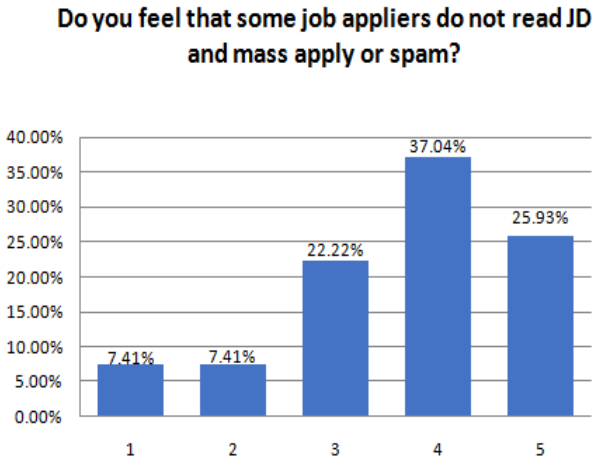
B. Do you believe that it is important for companies to choose the right recruitment methods and also invest in efficient and effective processes?



(Fig.2)

Through this graph(fig.2), we can interpret and understand that 100% of the respondents(HR professionals) believe that it is important for companies to choose the right recruitment methods and also to invest in efficient and effective processes.

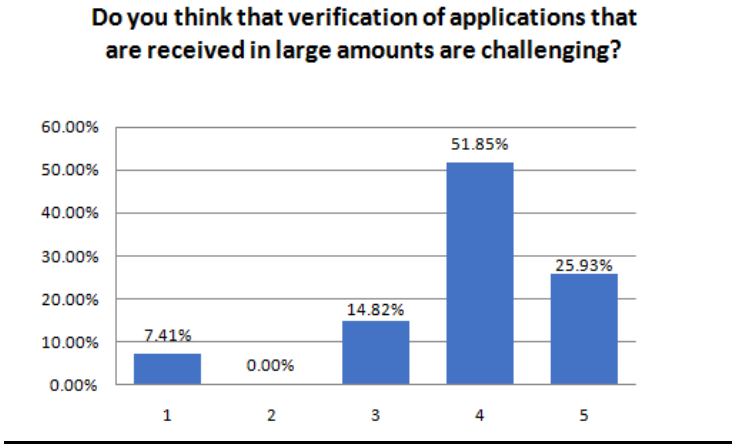
C. Do you feel that some job appliers do not read JD and mass apply or spam?



(Fig.3)

Through this graph(fig.3) we can interpret that 25.93% of the respondents(HR professionals) strongly agree that some job appliers do not read JD and mass apply or spam. We can interpret that 37.04% of the respondents(HR professionals) agree that some job appliers do not read JD and mass apply or spam. We can interpret that 22.22% of the respondents(HR professionals) are neutral that some job appliers do not read JD and mass apply or spam. We can interpret that 7.41% of the respondents(HR professionals) disagree to strongly disagree that some job appliers do not read JD and mass apply or spam.
Through this graph(fig.3), we can understand that the highest number of respondents(HR professionals) agree that some job appliers do not read JD and mass apply or spam.

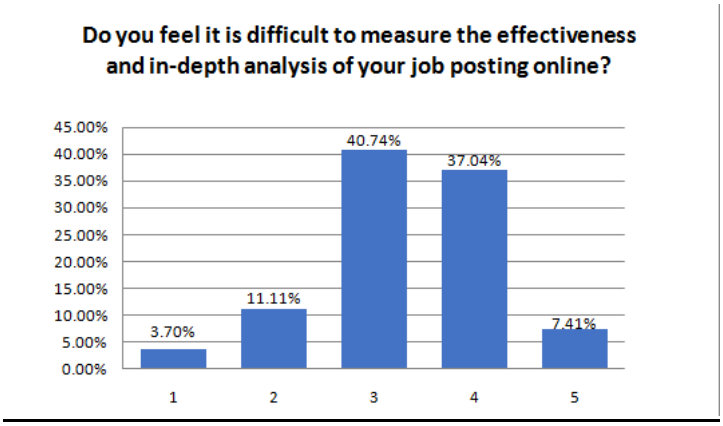
D. Do you think that verification of applications that are received in large amounts are challenging?



(Fig.4)

Through this graph(fig.4) we can interpret that 25.93% of the respondents(HR professionals) strongly agree that verification of applications that are received in large amounts are challenging.
We can interpret that 51.85% of the respondents(HR professionals) agree that verification of applications that are received in large amounts are challenging.We can interpret that 14.82% of the respondents(HR professionals) are neutral that verification of applications that are received in large amounts are challenging.We can interpret that 7.41% of the respondents(HR professionals) strongly disagree verification of applications that are received in large amounts are challenging. Through this graph(fig.4), we can understand that the highest number of respondents(HR professionals) agree that verification of applications that are received in large amounts are challenging.

E. Do you feel it is difficult to measure the effectiveness and in-depth analysis of your job posting online?

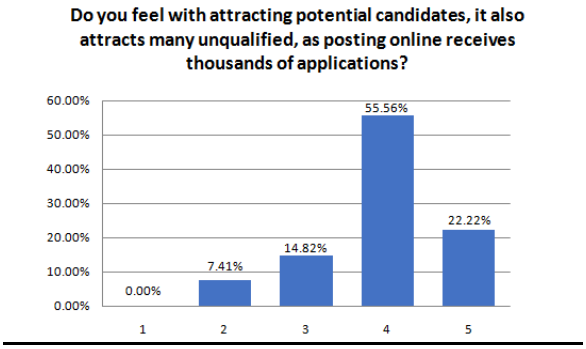


(Fig.5)

Through this graph(fig.5) we can interpret that 7.41% of the respondents(HR professionals) strongly agree that it is difficult to measure the effectiveness and in-depth analysis of your job posting online.

We can interpret that 37.04% of the respondents(HR professionals) agree that it is difficult to measure the effectiveness and in-depth analysis of your job posting online. We can interpret that 40.74% of the respondents(HR professionals) are neutral that it is difficult to measure the effectiveness and in-depth analysis of your job posting online. We can interpret that 11.11% of the respondents(HR professionals) disagree that it is difficult to measure the effectiveness and in-depth analysis of your job posting online. We can interpret that 3.70% of the respondents(HR professionals) strongly disagree that it is difficult to measure the effectiveness and in-depth analysis of your job posting online. Through this graph(fig.5), we can understand that the highest number of respondents(HR professionals) are neutral that it is difficult to measure the effectiveness and in-depth analysis of your job posting online.

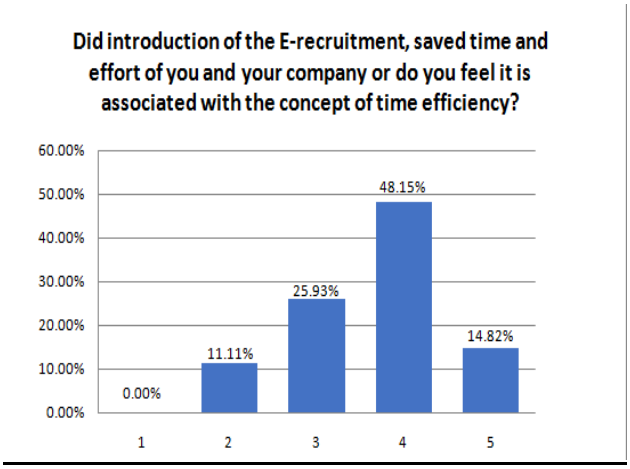
F. Do you feel with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications?



(Fig.6)

Through this graph(fig.6) we can interpret that 22.22% of the respondents(HR professionals) strongly agree that with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications.We can interpret that 55.56% of the respondents(HR professionals) agree that with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications.We can interpret that 14.28% of the respondents(HR professionals) feel neutral with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications.
We can interpret that 7.41% of the respondents(HR professionals) disagree with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications. Through this graph(fig.6), we can understand that the highest number of respondents(HR professionals) agree that with attracting potential candidates, it also attracts many unqualified, as posting online receives thousands of applications.

G. Did introduction of the E-recruitment, saved time and effort of you and your company or do you feel it is associated with the concept of time efficiency?



(Fig.7)

Through this graph(fig.7) we can interpret that 14.82% of the respondents(HR professionals) strongly agree that introduction of the E-recruitment, saved time and effort of them and the company or they feel it is associated with the concept of time efficiency.We can interpret that 48.15% of the respondents(HR professionals) agree that introduction of the E-recruitment, saved time and effort of them and the company or they feel it is associated with the concept of time efficiency.We can interpret that 25.93% of the respondents(HR professionals) are neutral that introduction of the E-recruitment, saved time and effort of them and the company or they feel it is associated with the concept of time efficiency. We can interpret that 11.11% of the respondents(HR professionals) disagree that introduction of the E-recruitment, saved time and effort of them and the company or they feel it is associated with the concept of time efficiency.Through this graph(fig.7), we can understand that the highest number of respondents(HR professionals) agree that introduction of the E-recruitment, saved time and effort of them and the company or they feel it is associated with the concept of time efficiency.

VI. RESULTS

Correlations

		unqualified candidates	Time saved
unqualified candidates	Pearson Correlation	1	.759**
	Sig. (2-tailed)		<.001
	N	27	27
Time saved	Pearson Correlation	.759**	1
	Sig. (2-tailed)	<.001	
	N	27	27

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

(Fig.8)

A. Hypothesis 1

H_0 = There is no relation between Time saved and unqualified candidates.

H_1 = There is relation between Time saved and unqualified candidates.

- The hypothesis analysis was done to find the correlation.
- HR professionals think that time is saved in E-recruitment as many unqualified candidates do not apply to the unqualified job.
- Generated results had positive relation (0.759)
- Therefore I accept H1 , that is there is a relation between the Time Saved and unqualified candidates factors.

Correlations

		organization change	employee satisfaction
organization change	Pearson Correlation	1	.575**
	Sig. (2-tailed)		.002
	N	27	27
employee satisfaction	Pearson Correlation	.575**	1
	Sig. (2-tailed)	.002	
	N	27	27

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

(Fig.9)

B. Hypothesis 2

H_0 = There is no relation between organizational change and employee satisfaction.

H_1 = There is relation between organizational change and employee satisfaction.

- The hypothesis analysis was conducted.
- HR professionals think that for the satisfaction of the candidates they hired, organization change in E-recruitment is important.
- Generated results had highly positive relation (0.575)
- Therefore I accept H1, that there is a relation between organizational change and employee satisfaction factors.

Correlations

		online job posting	verification of applications
online job posting	Pearson Correlation	1	.557**
	Sig. (2-tailed)		.003
	N	27	27
verification of applications	Pearson Correlation	.557**	1
	Sig. (2-tailed)	.003	
	N	27	27

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

(Fig.10)

C. Hypothesis 3

H_0 = There is no relation between online job posting and verification of applications.

H_1 = There is relation between online job posting and verification of applications.

- The hypothesis analysis was conducted.
- HR professionals think that there is a need for good verification of candidates during online job postings.
- Generated results had a positive relation (0.557)
- Therefore I accept H1 , that is there is a relation between online job posting and verification factors.

VII. CONCLUSIONS

From the responses, graphs, and pie charts obtained, we can see that majority it shows that there is good effectiveness of adoption of E-recruitment methods in IT industries in Bangalore city. HR professionals feel that time is saved in E-recruitment as many unqualified candidates do not apply to the unqualified job and the satisfaction of the candidates they hired, organization change in E-recruitment is important. HR professionals think that there is a need for good verification of candidates during online job postings. The hypothesis analysis was done to find the correlation between time saved and unqualified candidates. Generated results had positive relationship(0.759).HR professionals think that time is saved in E-recruitment as many unqualified candidates do not apply to the unqualified job.

The hypothesis analysis was conducted to find the correlation between organizational change and employee satisfaction. Generated results had positive relationship(0.575). HR professionals think that for the satisfaction of the candidates they hired, organization change in E-recruitment is important. The hypothesis analysis was conducted to find the correlation between online portal job postings and verification of the applications. Generated results had positive relationship(0.557). HR professionals think that there is a need for good verification of candidates during online job postings.

VIII. SUGGESTIONS FOR FUTURE DIRECTIONS

A. Very limited study has been conducted on the effectiveness from an HR Professionals perspective.

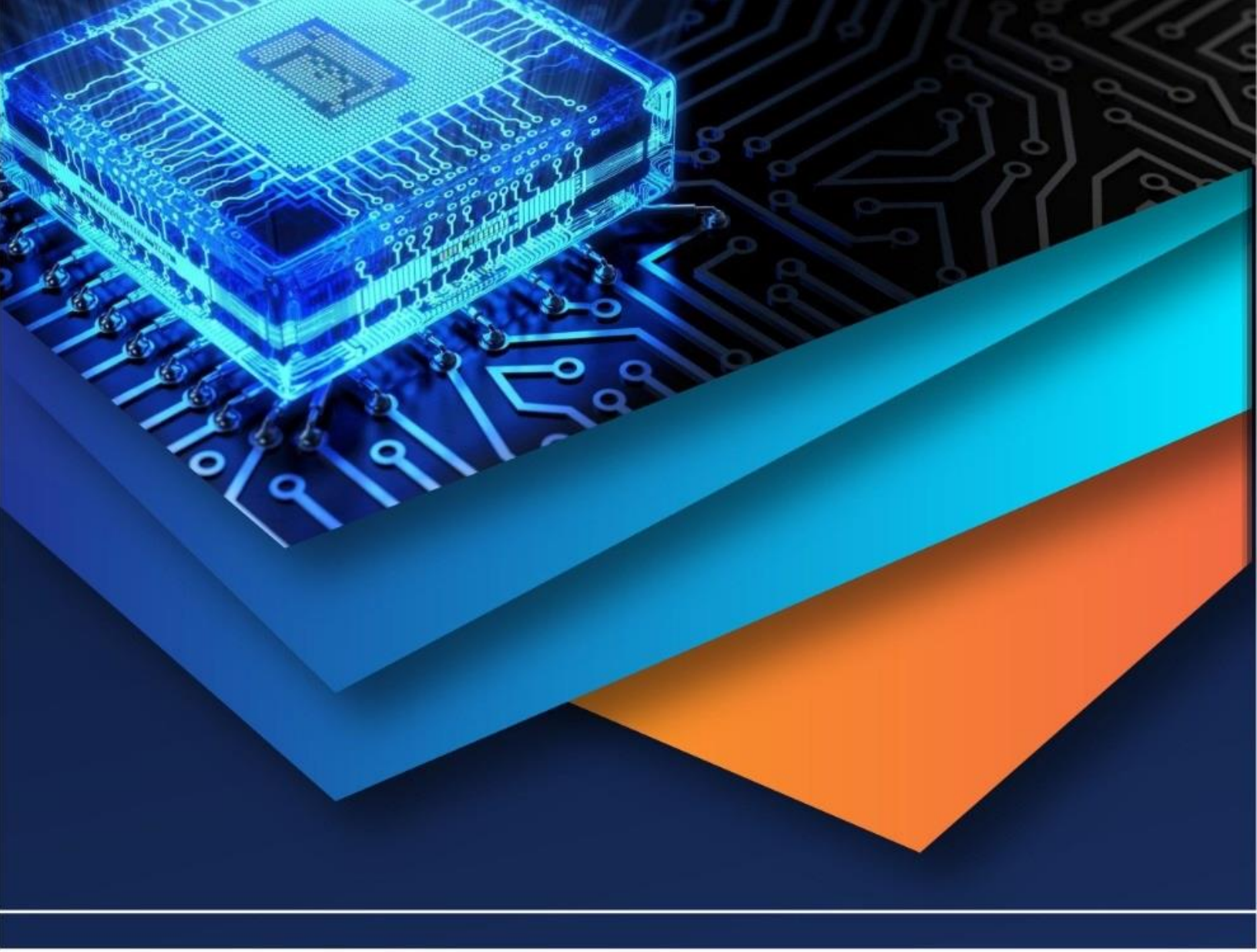
B. More research should be conducted in Pan India, as this study is only confined to Bangalore city.

C. As E-recruitment being the future, more research has to be conducted on examining the challenges of the existing processes and strategy and to identify the barriers to attracting and recruiting the best candidates.

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