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A Study on E-Recruitment for the Improvement of Organisation Effectiveness

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Abstract: Now days, companies make use of the internet to reach a large number of job seekers and hire the best talent for the company at a less cost, as compared to the physical recruitment process. E-Recruitment includes the entire process of finding the prospective candidates, assessing, interviewing and hiring them, as per the job requirement. Recruitment is one of the significant processes that take place in every business.

It is a well-known fact that technology is going to enhance the quality of recruitment process through this; the recruitment is done more effectively and efficiently. E- Recruitment provides many advantages like centralized platform, less paper work, streamline workflow, etc. But at the same time it offers disadvantages like low internet penetration in rural India, preventing face-to-face communication, authenticity of the resumes, etc. This paper is meant for detailed study of the E-recruitment effectiveness in the current scenario as usage of the internet is widespread now-a-days and organizations are gradually turning to virtual organizations.

It was found from the research that E-recruitment strategies has improved recruitment efficiency and it is widely accepted by the MNCs but at the same time major limitation is that it does not allow face-to-face communication. It will be useful for the E-recruitment user to focus on the limitation of E-recruitment process for eliminating the discrepancies and effectively implementing E-recruitment process.

Keywords: E-recruitment, Internet, Jobseeker, Authenticity, Job portal.

I. INTRODUCTION

Recruitment is one of the important process of HRM which is effective selection and utilization of human resource. Right people at the right place and right time is the chief motive of HRM in organization. Recruitment is ultimately inviting the pool of candidates to get selected and join the organization.

Recent trends in recruitment are,
1) *Outsourcing:* In simple terms, outsourcing is purchasing the services related to HR from a vendor rather than providing it yourself.
2) *Poaching/Raiding:* It is employing a competent and qualified candidate from another reputed organization of either same or different industry.
3) *E-recruitment:* E- Recruitment is the well-articulated technique for effective utilization of internet technology to improve efficiency as well as effectiveness of the recruitment process.

Generally, the job vacancies are advertised on the world wide web (www), where the applicants attach their CV or resume, to get recognized by the potential recruiters or the employers. The companies undertake their online promotional activities via their official websites, wherein the complete information about the corporation is enclosed. Through this information, the prospective candidate could decide whether to be a part of a firm or not. Thus, the firm's official website is considered to be an essential element of E-Recruitment.

A. E-recruitment

E-recruitment is one of most recent trend in recruitment. As internet usage became widespread, the first step of e-recruiting was the addition of online career option on corporate websites itself. It was mostly accepted that corporate website recruitment has improved recruiting efficiency.

E-recruitment, or online recruitment, refers to using the web, software and other technology to attract, find, evaluate and hire people.

B. Online Recruiting Methods Include
1) Sourcing candidates on professional social media.
2) Using an applicant tracking system (ATS.)
3) Interviewing candidates online via video interviewing software.

These methods are alternatives to offline recruitment, like posting jobs in newspapers, attending career fairs and collecting resumes through candidate walk-ins.

C. E-recruitment Process
E-recruitment includes all steps of standard recruitment process that involve the use of web-based technology. Here are some important e-recruitment steps:
1) Post job ads on online job boards.
2) Seek employee referrals through your Applicant Tracking System (ATS.)
3) Source candidates on professional social media or portfolio sites.
4) Administer online pre-employment tests.
5) Interview candidates using video interviewing software.
6) Conduct background checks through a provider that your ATS integrates with.

D. Objectives
1) To know the effectiveness of E-Recruitment process with association of any organization.
2) To obtain organization success with E-Recruitment initiative.
3) To know the trends in E-Recruitment usage.

E. Research Methodology
The present study performs a systematic and exploratory analysis study to investigate the role of internet and information technology (IT) on human resources management. The study is based on secondary data and the secondary data source is collected with the help of books, magazines, published articles, journals, the internet, seminar papers on internet and information technology and human resources management etc.

II.   DATA ANALYSIS & INTERPRETATION

1) Your organization uses following sources of recruiting are Internet, Print Media, Placement Consultants, Campus Placements and employee referrals.

S No	Response	Respondents	%
1	Always	50	50
2	often	20	20
3	Some times	20	20
4	Never	10	10
Total		100	100
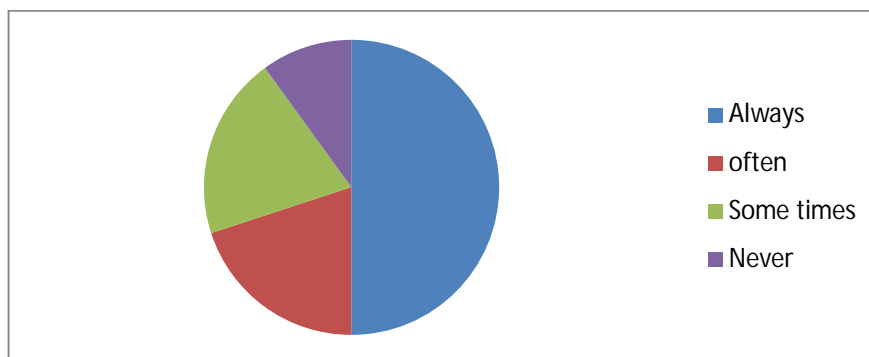
2) E-recruitment helps in improving the efficiency of recruitment process.

S No	Response	Respondents	%
1	Strongly Agree	60	60
2	Agree	20	20
3	Disagree	10	10
4	Strongly disagree	10	10
Total		100	100
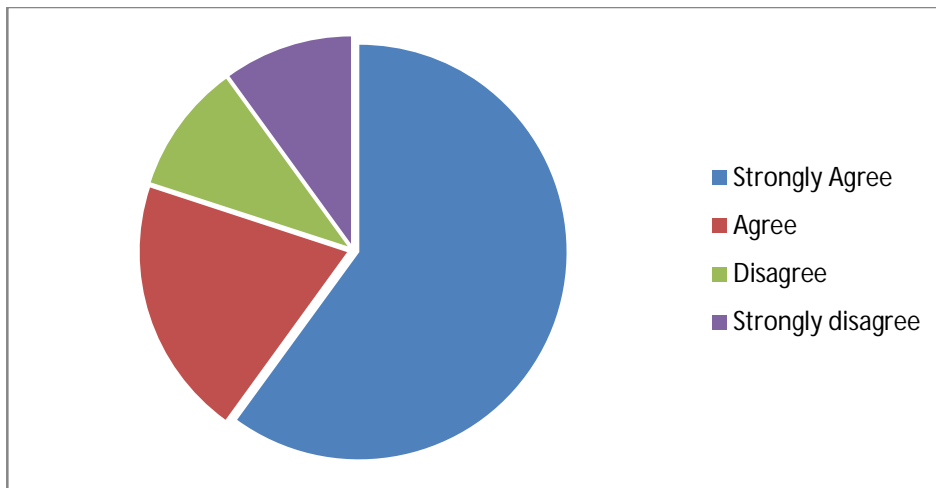
3) Your company's website provides relevant information about the job to the candidates

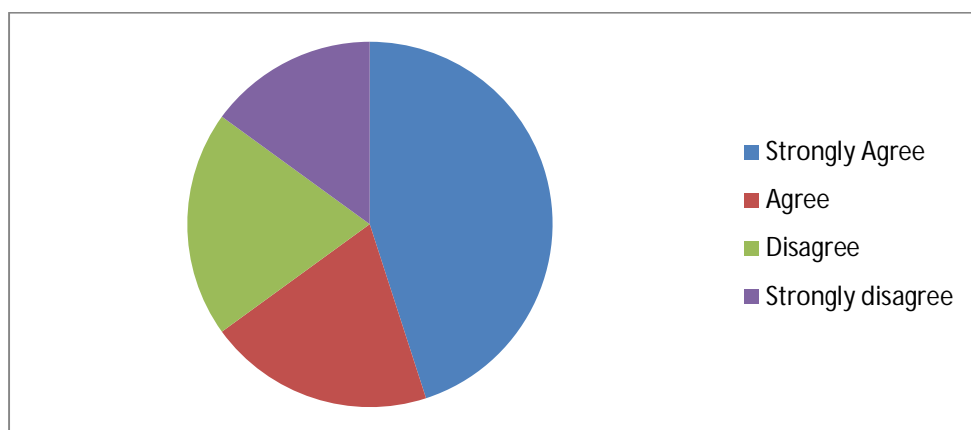| S No	Response	Respondents	%
1	Always	70	70
2	often	10	10
3	Some times	10	10
4	Never	10	10
Total		100	100
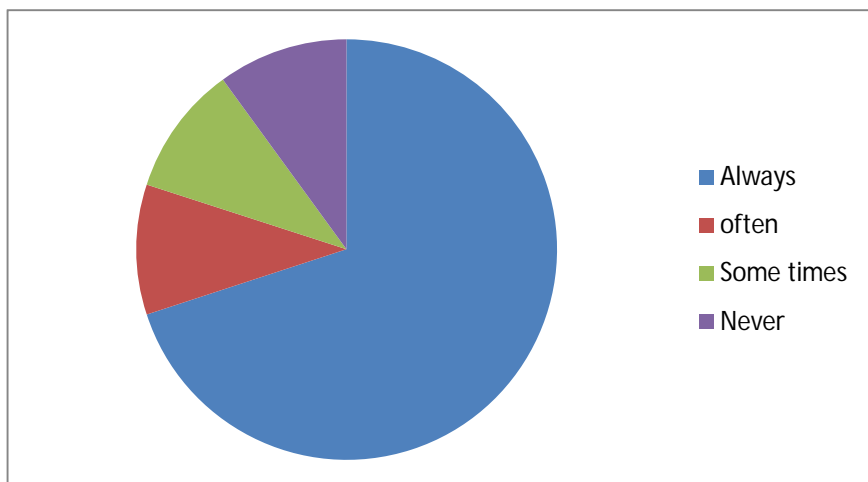
4) Your company's website provides relevant information about the organization to the Candidates

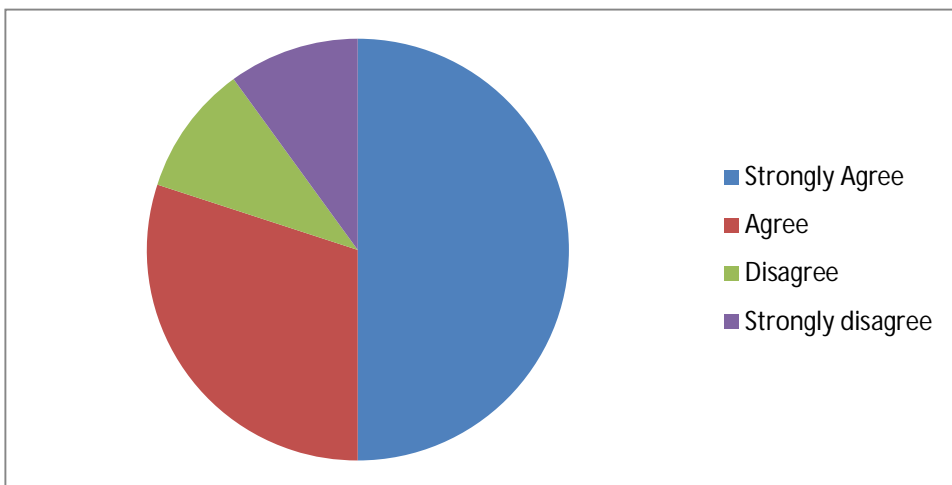| S No	Response	Respondents	%
1	Always	60	60
2	often	20	20
3	Some times	10	10
4	Never	10	10
Total		100	100
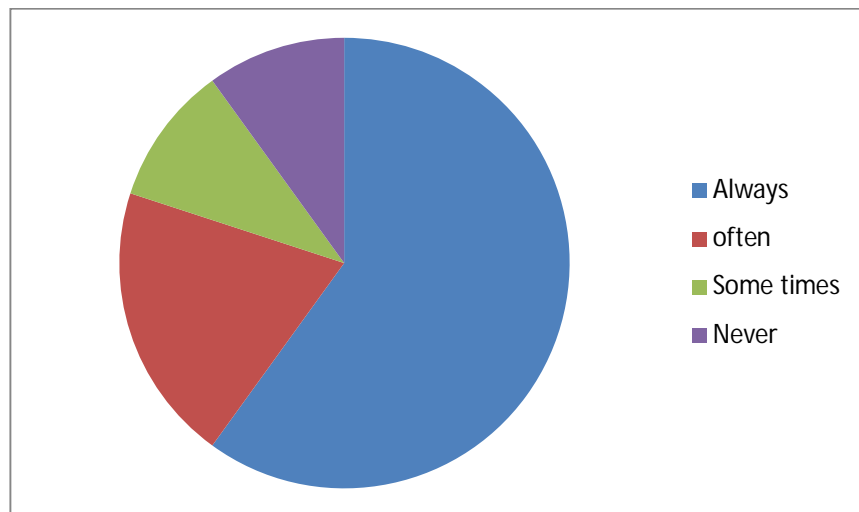
5) Your selected job portals is able to maximize effectiveness of your recruitment process

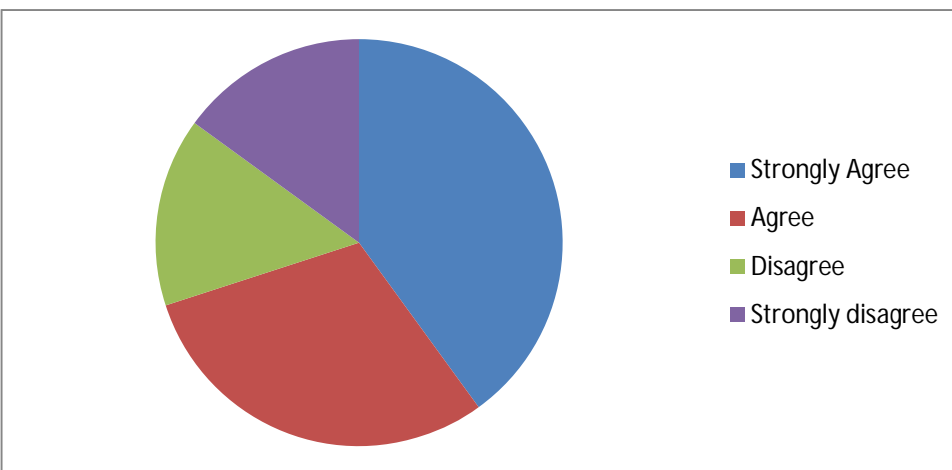| S No	Response	Respondents	%
1	Strongly Agree	45	45
2	Agree	20	20
3	Disagree	20	20
4	Strongly disagree	15	15
Total		100	100

6) E-recruitment helps in maximizing the job match to ensure a good fit of employees with Your company

S No	Response	Respondents	%
1	Strongly Agree	50	50
2	Agree	30	30
3	Disagree	10	10
4	Strongly disagree	10	10
Total		100	100

7) E-recruitment leads to placing right people to the right job

S No	Response	Respondents	%
1	Strongly Agree	40	40
2	Agree	30	30
3	Disagree	15	15
4	Strongly disagree	15	15
Total		100	100

8) E-recruitment leads to target the anticipated applicants

| S No	Response	Respondents	%
1	Strongly Agree	50	50
2	Agree	40	40
3	Disagree	05	05
4	Strongly disagree	05	05
Total		100	100
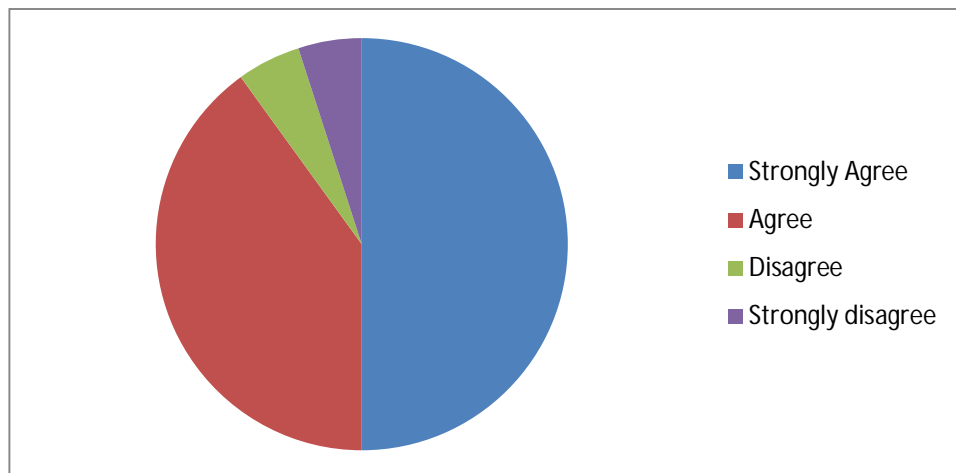
9) E-recruitment help ensure compliance with Equal Employment Opportunity (EEO) Standards.

S No	Response	Respondents	%
1	Strongly Agree	40	40
2	Agree	30	30
3	Disagree	15	15
4	Strongly disagree	15	15
Total		100	100
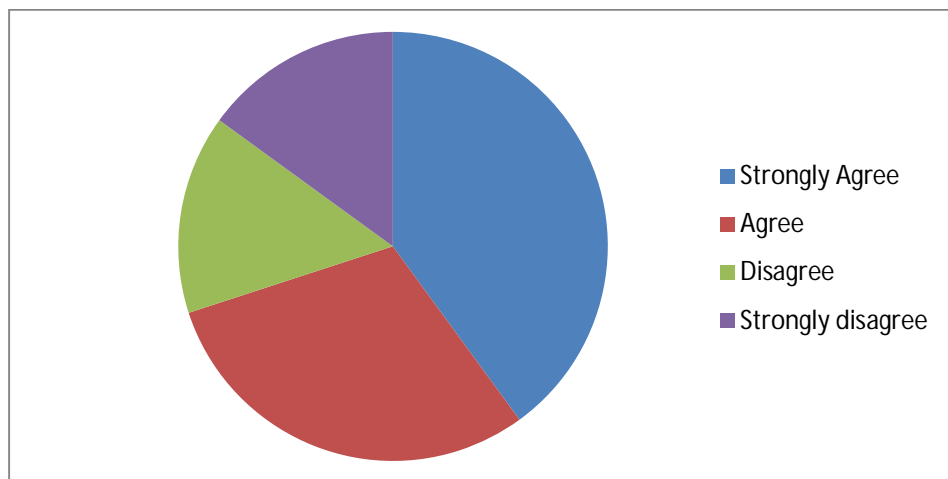
10) E-recruitment offers an easy way to reach a broad audience of job seekers.

S No	Response	Respondents	%
1	Strongly Agree	50	50
2	Agree	40	40
3	Disagree	05	05
4	Strongly disagree	05	05
Total		100	100
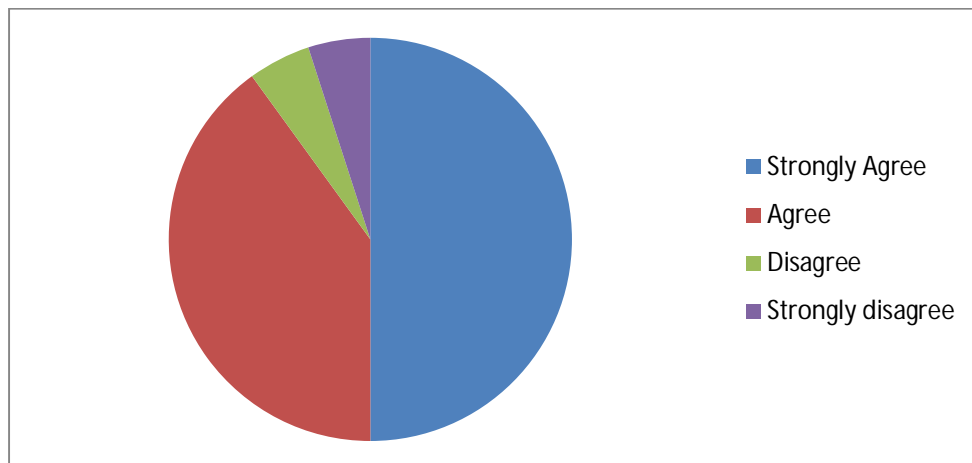
III.   CONCLUSION

Organizations need to make E-recruitment as a part of their operational component of their HR strategy in this rapid changing business world. The application of E-recruitment system in organizations will promote easiness with fastness by establishing it in organization like universities, social developmental projects, colleges; media and entertainment. This study found that e-recruitment is an effective way for job seekers and employers hence is a key to maintain competitive edge in the job market as job seekers can apply for multiply jobs in less time with low cost and employer can increase their chance of hiring potential candidates. Effective e-recruitment enables organizations to provide job preview and proper job description to candidate which will result in best candidates for the job.

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