

A STUDY ON E-RECRUITMENT AN EXPLORATORY STUDY



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2. INTRODUCTION

1.1 E-recruitment

E-recruitment is also known as electronic recruitment or online recruitment. Nowadays the world is based up on the technology. E recruitment is a process of recruiting candidates for applying vacant positions in the organizations through use of internet. It is an use of internet technology to improve competence of recruitment process. Electronic recruitment, online recruitment, cyber recruitment and internet recruitment these are all synonym of e recruitment. It plays very vital role in the process of recruitment as it provides a suitable number of applicants who full fill the criteria set by the companies. E-recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s. a new global trend was started in us when jeff Taylor launched monster .com with 20 clients and 200 job openings in 1994. Today scenario more then companies are use e recruitment process because of it will be help full for the time saving. E recruitment can be done through company websites, social media and online job openings for example indeed.com, freshersworld.com, monsterindia.com and clickjobs etc. social networking sites also plays major role in the electronic recruitment process... like twitter, facebook, linkedin etc... these are social networking websites. E recruitment has proved to be very convenient for the both company and job applicants. Some times it will be fail to the collection of the job applicants because of network problems. The purpose of e recruitment is to make the process involved more efficient as well as expensive. It can reach a large pool of probable employees and it makes possible to the selection process.

1.2 Definition of E-recruitment

E recruitment is the use of technology and electronic resources for the process of attracting selecting and managing the recruitment in a company. It involve training carried out by the organization using technology for the purpose of identifying probable employees. It is also known as online recruitment as internet communication is vital to the process. However it has certain disadvantages such as being too impersonal, high volume of responses and faces certain technology issues. Much of e recruitment centers around major job sites which categories open positions by location, industry and seniority.

Breugh & Starke(2000): Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees .

Barber (1998): it is an important part of human resourced management as it performs the essential function of drawing important resource i.e. human capital into the organization.

Bussler & Davis, (2001): online recruitment also known as e recruitment is one of the worldwide trends for HR functions .

Joe Dysart , (2006):it has evolved into a sophisticated interactive engine with the ability to automate ever face to the hiring process virtually.

In this review paper section I contain the introduction, section II contains the objective details, section III contains the details about methodology, section IV describe the Recent trends in recruitment, section V describe the benefit details, section VI provide details of importance, section VII explain the challenges, section VIII provide conclusion of this paper.

2. OBJECTIVES OF THE STUDY

- o To know the elements of E-recruitment
- o To know the recent trend sof e-recruitment
- o To know the what are the benefit sof e-recruitment.

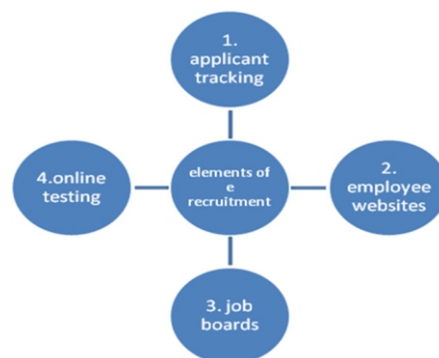
3. Methodology

This is an conceptual study b the secondary data source. The secondary data is used to high light the conceptual analysis and review of literature. In addition to those books, articles, journals these submitted to universities were also referred. The internet also been extensively made use for the purpose of study.

3.1 Element sof e-recruitment

Recruitment is follow to the some main elements. these elements are very important int he E-recruitment the E-recruitment elements are given below.

3.2 Applicant tracking system



Source:(www.naukrihub.com)

An applicant tracking system (ATS) is a software application that enables the electronic handling that of recruitment needs. An ATS can be implemented or accessed online on an enterprises or small business level, depending on the needs of the company and there is also free and open source ATS software available. An ATS is very similar to customer relationship management (CRM) system, but are designed for recruitment tracking purposes. In many cases they filter applications automatically based on given criteria such as keywords, skills, former employers, years of experience and schools attended

3.3 Employers websites

An employee websites can strengthen the bond between employers by making them feel that they are part of a community. It can also serve to introduce new staff to the company, provide existing employees with updates company information and can serve as an online community for socializing among workers.

3.4 Job board

A job board is a websites that posts jobs supplied by employees, whereas job search engines scour the web and aggregate job listings from job boards and employers websites. With job boards companies have specifically listed their open position and often accept job applications directly through the job board.

3.5 Online testing

The terms refer to the electronic marking or grading of an exam. E making is an examiner led activity closely related to other evaluation activities such as e-testing, or e-learning which are student led.

1. Recent trend sof e-recruitment

Recent trends in e recruitment is use of mobile applications foe job purpose or searching indeed, monster,naukri are one of the main job portals in india who have started mobile applications for job applicants. Company websites also plays a major role in searching A potential candidates. Another social websites are available to connect with job applicants and attracting them towards organizations. Blogs are also getting popular now a days. Also resume scanner helps companies to screen and shortlist the resume as per candidates, qualifications and experience, special skills and salary details and is provided by major portalsin India. These recent trends are very use full in the e recruitment, these recent trends are mostly depending on the technology. Some recent trends are there in e-recruitment. Theyare given below

- 1.1 Mobile applications
- 1.2 Job portals
- 1.3 Company websites
- 1.4 Social Networking

These are recent trends in e recruitment. There are liberal evidence which prove that organizations are increasingly using internet technology as well as the world wide web a platform for recruiting candidates. The main reason fore recruitment usage improve internet corporate images, minimizes hiring cost, reduces paper work and administrative burden, ability to arrange advanced web tools for the recruitment team.

- 1.4.1 Web presence and using internet improve corporate image
- 1.4.2 Ability to develop advanced web tools for the recruitment team
- 1.4.3 Paper work and administrative burden
- 1.4.4 Minimizes recruitment cost high to low

The employee must learn to reach a job aspirants by creating profits on social media networks, like indeed, linkedin, Face book, and can also advertise job vacancies with the e recruitment agencies to intensify the talent hunt.

2. Benefits of E-Recruitment

There are many benefits to be had by online recruiting. They are given below

- Its cost effective

Placing job advertisements on the internet is a lot cheaper than placing them in newspaper, magazines and other media. Using social media like facebook and twitter can even make publicizing a position an essentially free exercise for companies web site where candidates can view the job specs, input their CVs, apply and followup.

- Clear communication

Press insertions have word and space limits that can lead to unclear message. On the internet, there is no word limitation and all relevant details can be expressed unambiguously. In addition, the automated application process can immediately provide feedback to candidates who are underqualified or not suitable for the position.

- Improved standardization and compliance

The information provided by candidates is obtained in a standard, uniform format, which facilitates easy comparison. This allows for more objectives adjudication of candidates in order to compile shortlists, and provides an auditable data trail, which assists with regulatory compliance.

- Faster time to appointment

Automating recruitment administration, like posting a job opening complete with all the specification on the internet, takes only a few minutes. Delivery time and response time are immediate. The prospective candidates can visit the company site, post their CVs and expect responses through e mails. As mentioned above, e recruitment can also cut out all non-appropriate candidates automatically,

producing a short list with minutes, rather than days of time .

- Green Solution

The gathering and compilation of data, filling of records and all related administrative work is done electronically, and therefore paper work is considerably lessened. Significantly less physical space is taken up for files to rage and overall, the ecological footprint is smaller than more traditional recruiting methods.

- Online recruitment helps the organization to weed out the unqualified candidates in an automatically way.

- No intermediates are there in E-recruitment, it is also one of the benefit of e-recruitment.

- facilitates the recruitment of right type of people with the required skills and also it improved efficiency of e recruitment process. It gives 24*7 access to an online collection of resumes. These are also benefits of e-recruitment.

The above points are related to the benefits of e-recruitment. These benefits are very helpful to the job applicants as well as organizations.

3. CHALLENGES OF E-RECRUITMENT

Traditional recruitment method have been replaced by the online recruitment or e recruitment with the entry of internet. Most of the small and large scale organizations are adopting to the e-recruitment process. But in this process thee recruitment face many challenges in the organization manner. The main challenges are explained given below

Managerial challenges:

The managerial challenges are listed as follows.

- Any technology would remain unused without user acceptance. It is important that hiring and recruiting managers are knowledgeable and comfortable about the use of online recruiting methods. Organizations must hence conduct a comprehensive training program for HR managers to help them use the erecruitment tool without any difficulty.

- The use e recruitment method has not put an end of the use of other recruitment methods such as employees referrals, newspapers, ads etc.. given the limited financial resources, finding the optimal mix of various recruitment methods is a challenge for human resource managers.

Organizational challenges

- Most qualified applicants are often passive job seekers, who are presently employed but may be interested in new job opportunities. A strategy to recognize passive job seekers and motivate them to apply must be developed

- Business process redesign is needed across the whole process of human resource

management to realize the online recruitment benefits (Taylor, 2005)

Technical challenges

- Lack of confidentiality and security of information discourages the posting of job applications by job seekers. While security is one of the biggest challenges with job applicants, top most companies do not specify it explicitly on the career websites.

Combining the process online recruitment with process of conventional recruitment is critical due to limited availability of software resources. Paper based resume must be converted into digitized form and stored in the database.

4. IMPORTANCE OF E-RECRUITMENT

When you plan to recruit people for your business you generally expect it to be a hassle. There will be a lot of people who will apply and who won't be qualified, and there will be a lot of people who will be qualified but for one reason or the other you just won't feel comfortable with them they just don't fit with what you are looking for in regard to the company, sometimes, your ad won't target the right people or they won't see it, and you won't get enough response, despite the cost. Today, with this medium tried, tested and proved to be true and more importantly indispensable, professional recruiters and employers alike rely on job portals as a primary source of professional talent both on a stand-alone basis and in some cases to complement traditional hiring methods.

The following are the importance of e-recruitment:

- Reduced time to time hire, e-recruitment allows for immediate real-time interaction 24*7 job search activity. It is most important in e-recruitment.

Reduced cost of hire, costs of posting jobs and searching for candidates on job portal can be up to 90% lower than the costs of using traditional search firms or advertising methods.

- Wider reach for employers it is also one of the important of e-recruitment
- State of the art filtration tools are very important
- Branding opportunity for employers
- Sophisticated management tools are important
- Allows for confidentiality both employers and job seekers can elect to maintain their confidentiality.

5. CONCLUSION

This E recruitment is electronic e recruitment; it is very helpful to the many organizations. The aim of this study was limited to elements of e recruitment and recent trends of e recruitment and benefits of e-recruitment. It has been said that recruitment is not only about hiring the best rather it's the question to enroll the right candidate in the organization. E recruitment it has many benefits for both job seekers

and recruiter like cost saving benefits and time saving., quickness, but still it cannot be suitable for every job and profile. It is recent trending recruitment process Many small and large scale of organizations are adopted to the e-recruitment process. It is totally depending on the technology or network or internet.

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