

## **E- Recruitment**

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### **Abstract**

In today's era of technology where everything goes on online, the recruitment process also becomes an online phenomenon. Earlier recruitment includes those activities and practices carried on by an organization with the primary objective of identifying and attracting potential employees. But now the term E- recruitment is in trend. E- Recruitment includes those activities and practices carried on by an organization through internet with the primary objective of identifying and attracting potential employees. E-recruitment Issues and Challenges in HRM has become a buzz word and it has changed the way in which recruitment is conducted. This paper basically a conceptual study of various methods used for online recruitment in the context of HRM and the need of this type of recruitment methods in today's dynamic environment.

### **Introduction**

As technology changes, online tools and software develop the world of recruiting shifts dramatically, meaning that the job application process including interviews can now be completed online. As online recruitment is becoming easier to use and much more accessible, it is no surprise that we go to digital before applying to companies directly. Many large companies have their own recruitment websites, including renowned retail stores, to successful supermarket businesses, to the public services such as the police - all recognized as being superstars in the recruitment industry. Nowadays e-recruitment becomes a buzz word for all. All the organizations working at large scale are using internet as a mean to hire the human resource. Because, in today's technological environment, managing the human resources via traditional methods seems impossible. Many MNCs use different online methods of recruiting human resources. Recruiting through social networking platforms and online is a fantastic way to find the perfect candidate for a job, and is predicted that more and more employers will begin to use digital recruitment to hire their staff, possibly eliminating non-digital recruitment processes all together. Job seekers are also focusing extensively -- and in many cases, exclusively on online sources in the process of seeking a new position.

## **Methodology and Objectives of the Study**

The study is basically a conceptual study and it is based on secondary data collected from various internet sites, articles and research papers of various scholars. The objectives of the study are:

- To study the various methods of online recruitment used by organizations
- To study the need of using online methods of recruitment instead of traditional recruitment methods.
- To study the merits and demerits of using online recruitment methods by organizations.

## **Understanding the Concept of ‘E- Recruitment’**

Recruitment is a function of human resource management by which an organization can attract the potential candidates and select the most appropriate employees for the organization. Now-a-days the people are extensively adaptive to the technology and that's why e-recruitment has become a popular practice followed by the organization for hiring employees. E-recruitment is a mode for selecting one of the companies' human resources through technological mean. E-recruitment can only be described as the process of any personnel advertising or attracting, selection and application processing via the Internet, for external candidates, or Intranet, for internal candidates. (Sills, 2014) E-recruitment is a new technological mean for selecting one of the companies' most crucial resources, i.e. human resource. This technological innovation improves the process of recruiting knowledge sources by using the Internet. Organizations use different online methods for recruitment.

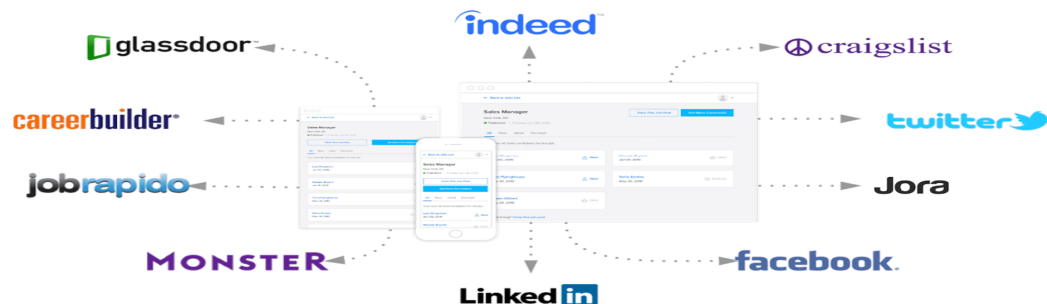
## **Different Methods of E- Recruitment**

E-Recruiting is the use of internet for attracting, recruiting, and retaining job seekers and employees. Also known as to as Internet recruiting, virtual recruiting and online recruitment, the concept of e-recruiting encompasses many different recruiting tools, technologies, and platforms including:

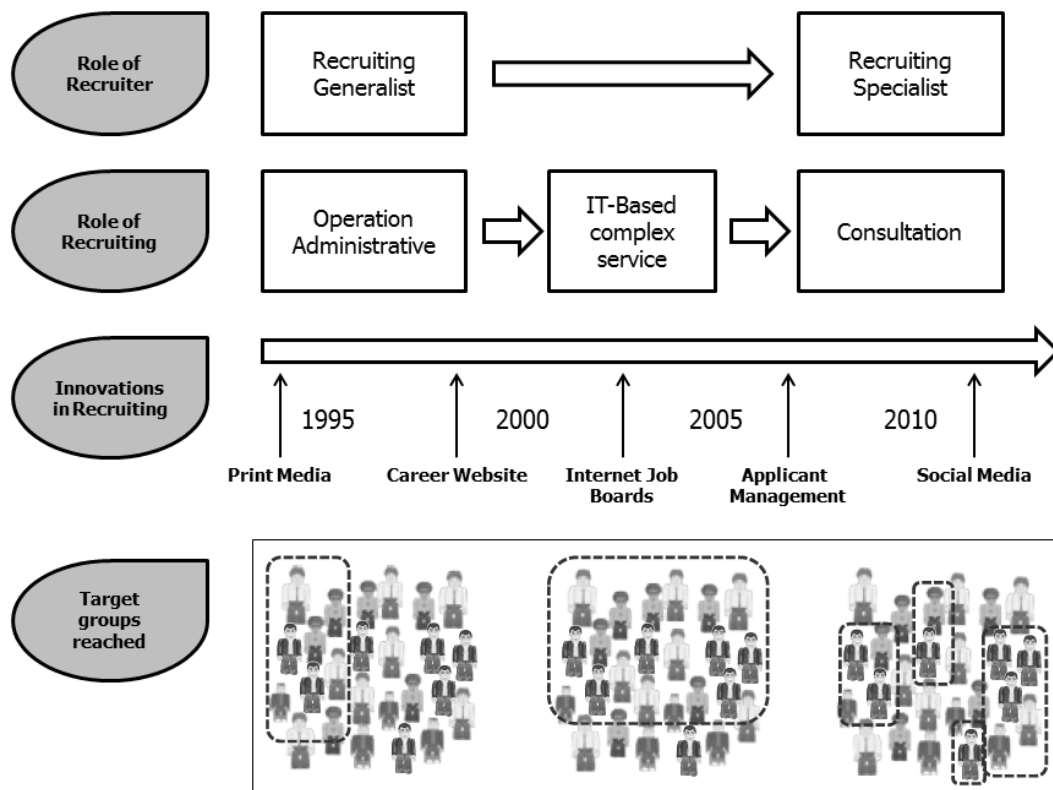
- **Career Websites.** As the number of people searching online for jobs increases, companies are taking advantage of E- recruitment software to manage the entire recruitment process and reduce recruiting-related costs
- **Job Boards.** These can be used to source candidates through resume mining or by posting open position on the job board. The E- recruitment industry includes large job boards like Monster and CareerBuilder as well as smaller niche job boards and job board aggregator sites.

- **Social Media.** As the sub-industry of E- recruitment, social recruiting continues to grow, so does the use of social media to engage candidates and candidate prospects using social media. In general social media lends to two different kinds of E-recruitment strategies like most of the bulleted items. It serves as a sourcing mechanism for just in time recruitment or Candidate courting relies on engagement, interaction, and relationships.
- **Use of Search Engine.** E-Recruitment utilizes the power of search engine optimization (SEO) and online resumes search technologies to search and source databases including resumes, online communities, and social networks. The use of SEO by recruiters and companies is important just as is the reality that candidates are using online search engines to search for jobs, company information, and insights at an even faster rate.
- **Professional websites:** These are for specific professions, skills and not general in nature. For an example, for HR jobs Human Resource Management sites to be visited like www.shrm.org. The professional associations will have their own site or society.
- **Employer web sites:** These sites can be of the company owned sites, or a site developed by various employers. For an example, Directemployers.com is the first cooperative, employer-owned e-recruiting consortium formed by Direct Employers Association. It is a nonprofit organization formed by the executives from leading U.S corporations.

There are various sites which are providing these types of services so that potential job seekers can find suitable job according to their requirements and preferences. The figure shows the various recruitment sites available free online.



Below, Figure displays a timeline of how recruiting has developed and evolved from the traditional sense of print media like newspapers to social media on the Internet.



**Figure:** The evolution of the innovations in recruiting from the 1990s to today. Adapted and translated from German source: Recruiting Trends: Ein Rückblick auf 10 Jahre (translated to “A 10 year review”) (2012).

According to Monster Employment index, a 12% p.a. growth in January 2018 has been recorded in E- recruitment activities continue to top in job intensive sectors. Home appliance sector has witnessed an increase of 15% in hiring demand in last six months, followed by Media & Entertainment sector and Banking, Insurance sector. Industry wise, recruitment activities improved in 18 out of 27 industry sectors monitored by the index.

### Need of E-Recruitment Strategies

1. Use of job portals: The use of various job portals is increasing day by day by the candidates. It provides ease for applying for the job. Moreover, as internet usage has been increased in the recent years, it is one of the convenient ways also for application. Candidates can search for the suitable jobs and at the same they can apply from home for the job. Generally these job portals have tie-ups with the organizations and by screening the candidates profile and considering the requirements of the organization, job portals refer to the candidates with the suitable job profile for the application.

2. Online career option in the organization's web site: One of the recent options available for the E-recruitment is online career option in the company's website itself. Many huge companies have started adopting this option. Website will have a separate 'Career' option so that passive applicants can apply online only for the job and they will be called at the time of respective requirement in future. This method is also very useful to save the time as well as resources of the organization. Many companies like, Sun Pharma, Kodak Mahindra Bank, etc are using online career option in their websites.

### **E-Recruitment in IT Industry In India**

The success of Indian firms in the information technology era during the last decade has been magnificent. Entrepreneurs and professionals are now advancing views about how India can ride the IT appearance and advancement into a knowledge-based economy. The development of IT in India has focused on developing and delivering IT services to support the more advanced economies of the world (E.g.: U.S.A, Japan, England, and Germany). Even if the most upbeat predictions of the IT-related job creation (including job associated with IT outsourcing, call centers and design centers) in the next decade come true, this industry will employ at the most a couple of million people. Therefore, one industry, which has been most logically affected by the "e" drive, is IT industry itself. Recruiters in an IT company, use software solutions for not only searching the best skilled candidates but in the hiring process also. Recruitment in an IT organization is different from other traditional ones by ways of selection & training. Since IT companies recruit in large numbers, recruiters in these companies always keep looking for solutions, which can save their time and effort.

The most important progress has been made in using online methods in recruitment process, in terms of advertising posts and receiving application forms. Increasing numbers of IT companies are also using Internet-based technology to track applications and communicate with them and manage relationships with them. The use of online tools for searching candidates is less prevalent among some companies, but there is evidence that this practice is set to grow in the future, and that this facility will become increasingly valuable to organizations as greater use of online advertising attracts larger numbers of applications.

### **Benefits for Introducing E-Recruitment**

Many IT as well as other companies are using online methodologies for recruiting because of a number of benefits of those. These benefits are:-

- Speeding up the hiring cycle
- Streamlining admin

- Reducing recruitment costs, particularly costs per hire
- Reaching a wider pool of talent
- Reaching a niche pool of talent
- Reaching an international audience
- Promoting internal positions across various departments and locations
- Presenting yourself as a company that is modern and savvy, which reinforces the employer brand and brand culture
- Allowing candidates to apply for jobs 24 hours a day, 7 days a week
- Allowing candidates to apply spontaneously
- Allowing yourself to build a bank of suitable applicants for future job positions
- Providing up to date and tailored information to certain segments of the marketplace

The most significant benefits enjoyed by organizations having introduced e-recruitment are the cost savings, which have mainly been due to reduced advertising costs, efficient management of communication with candidates, and the ability to easily report on key performance metrics as a result of Internet-based tracking systems.

### **Challenges Associated With E-Recruitment**

Like every coin has two phases, similarly a number of problems or disadvantages are associated with the term E- recruitment in special reference with India. These are:-

- Difficult to target a specific group of candidates.
- Depending on the online platform, you may have to pay a subscription fee or other costs to post your vacancy.
- **Difficult to Measure Effectiveness of** several online recruitment strategies
- With regards to social media recruitment, some companies find that it gives off the wrong image about them as it is an informal recruiting method.
- Posting online will increase the chances of getting hundreds of job applications, many of which will not be relevant.
- if you are using an online platform to promote your job posting, you might need to pull someone off a project to oversee the hiring process
- **Fraudulent Applicants and Spammers** might use the information posted online to promote a service or product to your company.

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