AN INNOVATION IN DIGITAL RECRUITING STRATEGIES – Job Seeker's Perspective

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ABSTRACT

Recruitment becomes exciting due to technology and innovations . Earlier processes of recruitment were word of mouth; signs outside personnel offices, newspaper ads etc, but now it has expanded to the discovery of innovative techniques like Digital Recruitment. **Digital Recruitment** also called Online Recruitment is the practice of using Web-based resources for tasks like finding, attracting, assessing, interviewing and hiring new personnel. Advertising jobs online opens up a much wider candidate pool than advertising in print In today's trend companies do not restrict themselves to a local newspaper or bulletin board for attracting the best talent; but businesses can recruit around the world for job listings from the comfort zone of their own office. Recruiting online is also not much expensive. By saving time, design and print costs and targeting for best candidates, digital recruitment is a cost effective option. So the purpose of this study is to find out the different innovations and preference of digital recruiting strategies among different age groups and how helpful these innovations are for a candidate or a Job seeker.

Introduction

Recruitment becomes exciting due to technology and innovations . Earlier processes of recruitment were word of mouth; signs outside personnel offices, newspaper ads etc, but now it has expanded to the discovery of innovative techniques like Digital Recruitment. **Digital recruitment**, also called as online **recruitment**, happens when **recruiting** managers or human resource professionals use technology as a tool to hire the best talent for an open job listing. So through Internet and smart phones, skilled and proficient candidates are reached   easier than ever. Advertising jobs online opens up a much wider candidate pool than advertising in print In today's trend companies do not restrict themselves to a local newspaper or bulletin board for attracting the best talent; but businesses can recruit around the world for job listings from the comfort zone of their own office. Recruiting online is also not much expensive. By saving on time, design and print costs and targeting for best candidates, digital recruitment is a cost effective option. Digital Recruitment provides measurable benefits like providing an outstanding applicant, experience that progresses quickly and keeps applicants informed while continuing to ensure that each

application is given due consideration. Some of the portals for digital recruitment are websites like Facebook, Twitter, LinkedIn and mobile apps like Instajob and LinkedIn Recruiter etc. Nowadays these portals are big time players in job listings. Social Media has changed the way companies should do a talent search, eg Online Resumes , Webcam Interviews etc. So a potential employer will measure the candidate's suitability through various digital media channels. Digital recruitment, is a process to attract, assess and hire the best talent for a vacant job through technology.

Objectives of the Study

- To find out the most preferred innovation in Digital Recruitment.
- To know the preference of digital recruitment strategiesamong various age groups.
- To analyse the pros and cons of digital recruitment strategies.
- To know the effectiveness of Digital Recruitment Strategies.

Review of Literature

1) **Muhammad Farooq, Irfan Ullah, Raja Mazhar Hameed**, H.R Practices & Organizational Innovation: The Mediating role of Knowledge Management Effectiveness, Journal of Resources Development and Management Vol 13: 2015 has explained that an analyzation and investigation of HRM practices is needed in order to achieve Organizational goals and work effectiveness. Descriptive and casual research was used to conduct the survey and cronbach's alpha was used to measure the reliability of statements and confirmatory analysis was used to analyse the variables. So Human Resource practices have a considerable constructive influence on Innovation.

2) **Dr.Yogita Gupta**, International Journal of Advance Research in Computer Science & Management Studies, E-Recruitment: A step towards paperless H.R has defined that E-Recruitment leads to a paperless H.R Department. So if E-HRM is implemented there will be a reduction in utilization of paper, less storage,less time in documentation, reduction in manpower , time saving.

3) **Keira Nicole Soutar**, How Chatbots can be used to re-engage with applicants

during recruitment. The main purpose of this study is to know how chatbots can be implemented in recruitment purposes. The majority of users have stated that they will use chatbots for updation of information and chatbots also help in maintaining a positive image of the company.

4) **Masese Omete Fred, Dr. Uttam , M. Kinange** , Everant, Management & Economic Journal: Effectiveness of E-Recruitment in Organization Development. The main purpose of this paper is to study the current E-Recruitment activities, how E-Recruitment has an impact on organization and to study its effectiveness and efficiency.

So E-recruitment has brought a radical cultural and behavioural change between functioning of H.R department and candidates.

Research Methodology

- The study was conducted using a Structured Questionnaire.
- The number of questionnaires distributed were 100 and only 94 were received.
- The questionnaire consists of multiple choice questions and Likert scale questions.

Hypotheses

There is no significance difference among mean rank towards statements of Digital recruitment strategies

Findings :

Frequency Distribution for Demographic Variable:

Table No : 1

		Frequency	Percentage
Gender	Male	41	44
	Female	53	56
Age	Below 25	19	20
	25 – 35	53	56
	Above 35	22	23
Educational Qualification	Professional	77	82
	Non – Professional	17	18
Experience	Below 5	34	36
	5 - 15	50	53
	Above 15	10	11

The Frequency analysis reveals that 53% are Female and 41% are Male respondents. 53% belong to the age group 25-35, 22% belong to the age group of above 35 and 19% belong to the age group of below 25. 77% of the respondents were professionals and 17% were non-professionals. 50% of the respondents had an experience of 5-15 years, 34% of respondents had an experience of less than 5 years and 10% of the respondents had an experience of above 15years.

Most preferred Innovations in Digital Recruitment

Table No : 2

	Frequency	Percentage
Recruitment Chatbots	17	18
Talent Rediscovery	11	12
Virtual Reality	5	5.3
Video Interviews	45	48
Applicant Tracking System	16	17

According to the table above 45% of the candidates prefer Video Interviews, 17% prefer Recruitment Chatbots, 16% prefer Applicant Tracking system, 11% prefer Talent Rediscovery and 5 % prefer Virtual Reality.

To know which Statement is most effective in Digital Recruitment

<div align="center">Table No : 3</div>

Statements	Mean Rank	Chi-Square	P value
Are Organizations portal / website easy to use	3.99		
Information given in an Organizations portal regarding job is sufficient	3.62		
Receiving response from employees after submitting online application is quick	3.13	23.675	< 0.001
Digital recruitment websites can be trusted with personal information	3.17		
Job portals provides measures to spread awareness of vacancy to target groups	3.60		
Interaction with digital recruitment sites do not require mental effort	3.48		

Since P value is less than 0.01, the null hypotheses is rejected at 1% level of significance. Hence concluded that there is a significant difference among the statements which highlight the effectiveness of digital recruitment strategies. Based on mean rank Organizations portals are easy to use (3.99) is the most effective in digital recruiting strategies followed by Information given in Organizations portal regarding job is sufficient (3.62) followed by Job portals provides measures to spread awareness of vacancy to target groups (3.60), followed by Interaction with digital recruitment sites do not require mental effort (3.48) followed by digital recruitment sites can be trusted with personal information (3.17) followed by receiving response from employers is quick after submitting an online application (3.11).

Conclusion

Aim of this paper is to find out the innovations in Digital Recruitment and how effective these statements are for a Job Seeker. The most preferred innovation in Digital Recruitment is Video Interviewing and most of the respondents feel that the Organizations Portal or Website is easy to use for recruitment purpose. So due to this most of them prefer Digital Recruitment than Traditional Recruitment.

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