

CURRENT SCENARIO OF E-RECRUITMENT IN INDIA

Dr.C.CHITRA
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
VELS UNIVERSITY (VISTAS)
PALLAVARAM

AND

DR.K.KALAISELVI
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
VELS UNIVERSITY (VISTAS)
PALLAVARAM

Abstract

Human Resources are the key gears in every organization. It represents total knowledge, talent, attitude, creative ability, aptitude and belief of an individual involved in the affairs of an organization. In the recent years, the field of human resource management has undergone numerous technological advancements. Internet has made an impact on the overall functioning of human resource department. Competitive organizations of the present have to attract and retain the best and outstanding manpower to stay behind competitive in the market. This paper identifies Internet recruitment methods from relevant literature, and describes how their benefits of online recruitment can pressure the recruitment decision making of the organization. The research spotlight on the Online Recruitment practices for the entire development of the organization with focus on E-Recruitment practices and trends in India, to identify what E-Recruitment methods are being used and what benefits are being experienced by organizations using these methods.

Keywords: E-Recruitment, Technology, Human Resource, Recruitment players.

INTRODUCTION

Recruitment and Selection is an important function in Human Resource Management, designed to maximize employee strength in order to meet the employer's strategic goals and objectives. In short, Recruitment and Selection is the process of sourcing, screening, short listing and selecting the right candidates for the filling the required vacant position.

Recruitment and selection process can easily be considered to be one of the most critical functions of an organization. As the business environment becomes more and more competitive, having the right people with the right skills for the right tasks becomes all the more critical. Definitely it can be a source of competitive advantage. Today organizations have stimulated from product focus to market focus to selling

focus to customer focus to employee focus. It is common to hear organizations talk of their human resource as their biggest organizational asset. Indeed ultimately the capabilities of an organization fall upon the shoulders of its employees. An organization is only as good as the capabilities of its employees.

E-recruiting is the use of internet for attracting, recruiting, and retaining job seekers and employees. It is known as to as Internet recruiting, virtual recruiting, online recruitment, and e-recruitment. The E-Recruitment is the process of hiring the potential candidates for the vacant of job positions, using the electronic resources, particularly the internet. Nowadays, 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 recruitment. Through this, the recruitment is done more effectively and efficiently. 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. Though 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.

PLAYERS IN THE RECRUITMENT MARKET:

1. Job Seeker: The job seeker is the person who desires for a job. There are two kinds of job seekers

a) Active Job Seekers:

The candidates frequently search for a job because of one reason or other, viz; better opportunity for growth, personal reasons to change and professional reasons etc. Commercial job boards/portals have truly complimented with their needs.

b) Passive Job Seekers:

Passive candidates are those workers who are not currently planning to change their jobs but still they regularly waves the internet for any one of million reasons during their normal routine. Such candidates may come across new job opportunities and simply drop their resumes on internet. Corporate websites is the most preferred destination for passive job seekers.

2. Recruitment Market:

The recruitment market can be explained in three ways i.e. the traditional way which constitutes all the traditional methods of recruiting the candidates through newspaper ads, head hunters and temporary

recruitment agencies etc. The second way is the new look of the traditional way which include old wine in new bottle like online newspapers ads, online headhunters and online temporary recruitment agencies. The third and the most used way in the current scenario is the e-way. It holds purely online methods of recruiting talent, viz; commercial job boards/portals, corporate websites and e-mails

3. Potential Employers or organisations.

The final destination of the every job seeker is to reach the potential employer. It means the companies/ firms who employ them on the basis of their capabilities and job requirements.

OVERVIEW OF RECRUITMENT AND SELECTION PROCESS

Recruitment and selection is a core function of the Human Resource department. It can be regarded as one of the most important functions performed by the HR department. Also commonly known as the staffing function, it involves the following phases

- Job analysis
- Manpower planning
- Recruitment and selection

The following is a quick overview of the above phases.

Job analysis

All staffing requirements necessitate a detailed job analysis. Job analysis helps in determining the major characteristics and scope of a job. Job Analysis is a 'process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job'. Its primary purpose is to establish and document the job relatedness of employment procedures such as training, selection, compensation, and performance appraisal. Job analysis involves examining how tasks are performed, why they are performed, and when they are performed. It involves assessing jobs in certain context such as physical environment under which the job is performed, social environment, and financial conditions attached with the job. This refers to salaries, wages, bonuses, benefits etc. attached with the performance of the job.

Man power planning

Simply put man power planning refers to forecasting the number of workers required for the performance of a task or a job at some future point in time. Its main purpose is to 'ensure that it has the right number of people, and the right kind of people, at the right places, at the right time, doing things for which they are economically most useful. Today Manpower planning methods are undergoing rapid changes and innovation. Other than forecasting future employee needs, it must also be able to foresee turnover in employees and make arrangements to fill the resulting gap. It must ensure no shortages or surplus in the employees.

Recruitment and selection

This is the phase where the actual potential candidates are selected and hired by the company. It is a long and difficult process. Recruitment and selection can follow only after man power planning has ascertained the demand for new workers. Recruitment and selection process varies from company to company however the following are steps generally common to all companies.

Application form:

Usually the first step in the selection process is getting application form. Details are essential about the prospective candidates. Information is normally categorized into bio data, education, work experience, recreation etc.

Preliminary interview:

These are brief interviews conducted to quickly ascertain suitability of candidates for the job. Its main aim is to eliminate those candidates that are unsuitable for the job. It is an important step as it ensures that the company invests time and effort only with prospective candidates that can perform the task.

Employment tests:

These are sets of tests conducted to ascertain qualities and characteristics of potential candidates. Many different types of employment tests can be conducted. Each test is designed to measure a specific characteristic or capability of a prospective candidate. The main aim is to match an individual's physical, mental and temperamental capability with the requirements of the job.

Employment interview:

This is the most common method for hiring new recruits and is widely used by all organizations. The main objective is to determine the suitability of the candidate. It provides opportunity to the organization to know the candidate better i.e. their motivation, ambition, outlook etc.

Physical examination:

May or may not be part of selection process. In certain jobs like the military and police physical examination is mandatory due to the requirements of the job. However for most white collar jobs physical examination may not be required. Generally the candidates' age is a reflection of his physical ability.

Final selection:

At this stage selected candidates are issued employment letters. Initially all new hires are hired on probationary period. During this time candidates are assessed for their work ethic, dedication, motivation,

honesty, integrity etc. The probationary period can last from 6 months to a year. Should the candidate successfully meet all the requirements, they will then be hired on a permanent basis.

Placement and induction:

New hires are assigned office space is placement. Induction might be conducted of new candidates to improve their skill and knowledge. Induction may be carry out in a formal process or an informal process. The objectives of the induction process are to familiarize candidates with organizational procedures, rules and regulations. It is also aimed at boosting the confidence of the new recruits, instilling a sense of belonging, trust, and loyalty.

ADVANTAGES OF E-RECRUITING

1. Low cost per candidate as compared to the physical recruitment process.
2. Wide geographical coverage possible the candidates can be hired from any part of the world.
3. Beneficial for both the employer and the job seeker, the corporations can find the prospective candidates through their CVs attached to www, and similarly the candidates can search the employer through their job vacancy advertisement posted on the internet.
4. Less time required in hiring the potential candidate for the firm.
5. Right people for the right job can be easily found through E-Recruitment, by matching the candidate's CVs with the job profile.
6. The recruitment process becomes more efficient and easy to record details of the applicant.
7. The E-Recruitment software and systems are available, through which the entire recruitment process becomes automated. One of the systems is the Recruitment Management System, which is a portal that involves hiring the candidates online and each step involved in the recruitment process is automatized.

RECRUITING TOOLS, TECHNOLOGIES, AND PLATFORMS

Career Websites.

As the number of people searching online for jobs increases, companies are taking advantage of e-recruiting software to manage the entire recruitment process and reduce recruiting-related costs. Some of the best example portals are The india jobs, Naukri, Indeed, Monster, Times jobs, Naukri hub, Career jet, Career Age, Click jobs, Fresher world, shine, LinkedIn etc.

Job Boards.

These can be used to source candidates through recommence mining or by posting open position on the job board. The e-recruiting industry includes two 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-recruiting, social recruiting continues to grow, so does the use of social media to engage candidates and candidate prospects using social media. Nearly 39% of firms manage candidates with social media tools. 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 a community [and candidate-courting tool](#). Candidate courting relies on engagement, interaction, and relationships.

Use of Search Engine.

E Recruitment utilizes the power of search engine optimization (SEO) and online resume 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.

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