



BENEFITS AND TRENDS OF E-RECRUITMENT

Mr.R.Ganesan

Assistant Professor of Business Administration, Manonmaniam Sundaranar University College, Puliangudi, Tirunelveli.

Abstract

E-recruitment is integration and utilization of internet technology to improve efficiency and effectiveness of recruitment process. E-recruitment provides HR and Recruiters with the tools. Technology and the capacity to deliver time and cost effective resourcing. Erecruitment can be important tool in making organizational needs by providing information regarding potential hires. This paper deals with importance of erecruitment in terms of cost, time and quality efficiency in Indian organizations/ in current scenario. So this paper concludes with some global Erecruitment service providers as well as it emphasizes on the need of adopting such system by Indian organization.

Keywords: Erecruitment, Benefits, Problems, Trends.

Introduction

Online recruitment uses the power of the internet to match people to jobs. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level it is particularly effective at getting a high level of response. While it may generate hundreds more applications than traditional print advertising, simply attracting more candidates is only part of the job. The current view is that truly effective online recruitment could be as low as 10% of the top blue-chip corporate companies.

The real strength and power of online recruitment, when done properly, lie in harnessing internet technology to not just attract candidates but to deal with them too. In this sense it is also about streamlining the recruitment process -so busy HR departments can give a better recruitment service to their colleagues in finance, marketing, sales and manufacturing. Plus it frees up more of their time for more value-added tasks.

A specialist software provider, such as HR Portal, can develop bespoke application programmes for recruiters that will save time, effort and money. They can automate the pre-selection process by setting 'killer questions' (that only the top candidates will answer correctly), profiling and scoring, psychometric tests and automatic CV scans to look for key words such as qualifications and experience.

Review Of Literature

Dr. R. Ramaabaanu & M. Saranya (2014) This article focuses on the background of the 'conventional' or 'old' way of recruiting, it reviews different 'new' ways; e-recruiting and its effectiveness; advantages such as accessibility and disadvantages such a stransgression of some legislation in erecruiting and the impact it has on management.

Sanjay Kumar Dixit (2016) in this article, there will be an introduction on e-recruitment and its development process, methods and recend trends in e- recruitment. There will also be a discussion on the various advantages and disadvantages of erecruitment practice broadly taken from various literatures

Objectives Of The Study

1. To explain the importance benefits of erecruitment.
2. To list out disadvantages of e- recruitment
3. To focus the methods and trends in erecruitment



Key Features

1. **Integrated recruiting:** Manage everything from planning and budgeting to attracting, hiring, and retaining employees.
2. **Screening and selection:** Quickly work through a large number of applicants.
3. **Tracking and reporting:** Organize application processing and monitor the effectiveness of your recruiting organization.
4. **Analytics:** Develop effective recruiting strategies.
5. **Collaboration:** Link to external networks such as jobs and internal corporate net works.

Benefits of Online Recruitment Over Traditional Recruitment

Wide Geographical Reach

Advertising online opens up a much wider candidate pool than advertising in print. This gives you a much better chance of finding the right candidate for the job. Note, however, this is only a benefit if sifting, sorting and grading tools are applied to the applications coming in. Otherwise you'll have hundreds to go through manually which becomes a liability. As we said, the advertising is only part of the effective online recruitment.

Speed

Jobs posted online go live in literally minutes and candidates can - and do - respond immediately. HR Portal has a great statistic from one of its clients HFC Bank: from the vacancy appearing online to the candidate appearing in the interview room took just three hours. While this was an exception, it proves it can be done.

For companies needing to recruit staff quickly to handle extra work, cover sickness, leave or other staff shortages, the option to advertise, select and appoint people within (typically) 48 hours is a huge bonus.

Lower Cost

This may surprise you but technology in online recruitment is not expensive. By saving on time, design and print costs and targeting precisely the best sites for the best candidates, online recruitment is a very cost-effective option.

Not only that, but the hours saved through automating the pre-selection process represent a considerable cost cut in terms of HR time needed to get candidates to the interview stage. Suddenly, HR staffs have time to do more productive things.

Automating The Process

The pre-selection process can be tailored to individual companies' needs. This way, you can sift and sort candidates who meet your exact needs. Not only does this save time (and cost) it also results in a better quality of candidate reaching the interview stage having already established they meet certain key criteria.

Automating the application process also gives a level playing field to all candidates - whether they come directly to your company's site, via a recruitment consultant or in response to a print advertisement. For many larger organisations, achieving consistency of handling candidates across many branches or regional offices can be a problem: online recruitment solves it.

Interaction With Candidates

Working online via websites and email is the way of the future. It's not just the youngsters who are logging on to find jobs either. Recent results from NORAS shows 35% of all users are over 35. It's quick, personal and direct. Questions are answered in seconds and information is immediately accessible. What better way to establish whether the candidate is right for you (and indeed that you are right for them)?



Another benefit is that candidate information can be held on file (your own searchable CV database). So if someone is not quite right for the job for which they're applying, you can see if their skills and profile match another job better. Working online opens up communication channels and enables you to go directly to the candidate either immediately or at a later date when an opportunity arises.

Disadvantages For Employers

Abundance Of Applicants

Because the Internet is accessible to people all over the world, the employer is likely to get swamped with resumes from interested candidates. And unfortunately, many of the applicants responding to the ads are not qualified. Recruiters spend a great deal of time sorting through resumes to discard those that do not qualify for the position they are seeking to fill.

Inflated Resume Keywords

Because employers rely upon the applicant tracking system to locate resumes that include relevant keywords, there is a strong possibility that certain keywords in a vast majority of job applicant's resumes are exaggerated. Yes, some candidates purposely stuff his/her resume with keywords so that their resume is selected by the system. Therefore, recruiters are deceived into calling applicants for interviews that do not meet the job requirements. This is a waste of time, for both the applicant and the employment recruiter. Nonetheless, some job seekers who have been unemployed for a great length of time are really desperate for an interview that could hopefully land them a job.

Overestimate Applicant

It's difficult for a company recruiter to determine whether or not an applicant is the right fit for a job without meeting him/her face-to-face. A candidate can have all the right credentials on paper but still may not have the right character for the company. The most effective way to determine if an applicant is suitable for a particular job and right fit for the company is to meet with him/her face-to-face in an interview.

Outdated Job Postings

Occasionally, human resource representatives fail to remove old postings for positions from the website that have been filled. Sometimes this is due to miscommunication between the hiring manager and HR or a glitch in the system. Recruiters get swamped with resumes for jobs that are no longer open. However, employers will continue to get flooded with resumes from interested applicants until the posting is removed.

Disadvantages For Job Applicants

Impersonal

This is by far, the biggest complaint I hear from job applicants. Many job seekers attest that looking for a job online lacks a personal touch. Jobs seekers want to be able to talk with someone via phone or face-to-face should they have questions about the company or the job they are interested in applying for. Job seekers claim employers are so inaccessible and display very little or no human interaction.

Outdated Job Postings

A forementioned on the recruiting side, outdated job postings is the second biggest drawbacks of online recruitment that job applicants detest. Many applicants claim they have applied for what appeared to be a current job posting, only to find out weeks later that the position had been filled a month ago. How devastating this is for individuals who are hoping to land an interview with a prospective employer. Had the aspirant known the position was filled; he/she would have never applied for it. This is simply a total waste of the applicant's time.

Website Malfunctions

Applicants Often complain about company websites that breakdown when attempting to submit their documents. Others complain that some website layouts are so confusing and find it difficult to navigate around the site. Some get so frustrated that they give up trying to apply for work on that particular site.

No Response From The Company

Another popular complaint from job applicants is, they don't get responses from some companies where they've submitted their resume and contact information to the company website. Well of course there's no way for the applicant to call the company because they've purposely omitted a contact number. Or else state, "no phone calls please". Nowadays, companies discourage applicants from calling the company to inquire about a job posting; it's strictly web-based process. Nonetheless, applicants want to hear something...even if it's an email stating, "you will not be considered for the job". This will, at least, advise the applicants to continue his/her job search elsewhere.

E-Recruitment Process

The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization's corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment.

They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements.

The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – "Jobs is among the top reasons why new users will come on to the internet, besides e-mail." There are more than 18 million resume's floating online across the world.



Job Portals

Posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.



Creating a complete online recruitment/application section in the company’s own website. Companies have added an application system to its website, where the ‘passive’ job seekers can submit their resumes into the database of the organisation for consideration in future, as and when the roles become available.

Resume Scanners

Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria’s and requirements (skills, qualifications, experience, payroll etc.) of the job.

Job sites provide a 24 x 7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers.

Sometimes companies can get valuable references through the “passers-by” applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

Trends In E-Recruitment

In India, the HR processes are being outsourced from more than a decade now. A company may draw required personnel from outsourcing firms. The outsourcing firms help the organisation by the initial screening of the candidates according to the needs of the organisation and creating a suitable pool of talent for the final selection by the organisation.

Outsourcing firms develop their human resource pool by employing people for them and make available personnel to various companies as per their needs. In turn, the outsourcing firms or the Intermediaries charge the organizations for their services.

1. Value creation, operational flexibility and competitive advantage.
2. turning the management’s focus to strategic level processes of HRM.
3. Company is free from salary negotiations, weeding the unsuitable resumes/candidates.
4. Company can save a lot of its resources and time.

Analysis And Findings

The analysis was conducted on to investigate which sourcing channel is most commonly used in most of the leading organization for hiring the required candidate. The study, conducted in five companies (Infosys, TCS, Wipro, HCL and IBM), showed that Job Site/Portals, Social Media like LinkedIn, FB, and Campus recruitment were the leading channels preferred by organizations for hiring the variant workforces. These channels constitute 28%, 23% and 22% respectively of overall hiring for these organizations. Other preferred channels are employee referral (11%), recruitment agencies/consultants (7%), advertising (4%), and company websites (5%). This is shown in table.

Sourcing Channels	Average
Employee referral	11%
Campus recruitment	22%
Advertising	4%
Recruitment agencies/ Consultants	7%
Job sites/portals	28%
Company websites	5%
Social media	23%
Total	100%



Conclusion

This system will help for betterment of traditional recruitment with less time and cost. The traditional methods of recruitment had been revolutionized by the emergence of the Internet. Electronic recruitment has changed the way jobs are applied for and has become so simple that anyone can do it. The Internet and e-recruitment therefore face a very bright future. Traditional methods should not be replaced by the e-recruitment, it should supplement. The e- recruitment is used to reduce the cost and time and also used to easily recruit to the personnel.

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