

A Study on e-Recruitment in IT Sector Hyderabad

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Abstract - In early-1990s, with the advancement of and information and communication technology and increased internet usage have witnessed and transformation of the conventional recruitment methods to online recruitment (e-recruitment). Multinational and IT companies even use their websites to recruit people while others capitalized this change to become e-recruitment service providers. Most of the e-recruiters provide free services to applicants or jobseekers to post their resumes online in their database.

Electronic recruitment has become a common phenomenon due to the increasing utilization of information technology by the human resources departments in many organizations around the world. In contemporary organizations, most activities have been transformed by the utilization of information and communication technology. One of the HRM functions of recruitment, selection and placement. The utilisation of ICT for the conduct of this is referred to as online or e-recruitment, and not only has it led to generation of expanded pool of applicants and making the whole world its catchment area, but also led to remarkable improvement, efficiency and effectiveness of the recruitment process.

Index Terms – Electronic Recruitment, online recruitment awareness, E-recruitment adoption.

INTRODUCTION

It is an online recruitment, refers to the process of attracting, screening and selecting qualified people for a job. Hiring the employees with online interviews with online based recruitment software. It is a hiring process with electronic based selection. It includes the entire process of finding the prospective candidates, assessing, interviewing and hiring them, as per the job requirement. 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 employees.

As global competition persists and industries becoming more skill intensive, the recruitment of talent workers becomes essential, and attracting the right applicants at the right time is getting tougher than ever. The use of conventional recruitment methods no longer suffices and timely to attract a sufficient pool of qualified applicants. Many organizations have turned to adopting sophisticated Recruitment methods to attract them. For example, by combining newspaper ads with executive search, or employment agencies, and others for recruitment; but this only adds to the increased of recruitment costs per hire. In the early-1990s, with the advancement of internet technology, many have witnessed the transformation of the conventional recruitment methods for online recruitment. Some corporate companies even use their websites to recruit people while others capitalized this change to become e-recruitment service providers.

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 applicants 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 an 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 them for more value-added tasks.

An online service for potential candidates to:

- Search for jobs
- View job details

- Apply for jobs
- Monitor progress of their application
- Arrange interviews
- Receive and accept offer
- On-boarding
- Give feedback

An online service for recruiters to:

- Build a vacancy
- Approve a vacancy
- Advertise a vacancy
 - Links with job boards
 - Facebook/ twitter etc
- Monitor applicants
- Shortlisting
- Arrange interviews
- Making appointment

REVIEW OF LITERATURE

E-recruitment is an umbrella term for any electronic-based recruiting and recruitment management activity.

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According to GALANKI, (2002) online recruitment process is started by posting vacancies on the corporate website or on an online recruitment vendor's website and allowing applicants to send their resumes electronically through e-form or email.

As per opinion of Tong and Sivanand, (2005) online recruitment (e-recruitment) emerges as a handy and advantageous method over traditional methods of recruitment e-recruitment technologies has been that applying for jobs has become simpler and most streamlined.

Executives of Malaysia believe that e-recruitment can lead them to a new competitive position in regional labour markets due to the importance of knowledge workers and resource-based competition (Poorangi et al., 2011; Ahmed, 2009).

The review of the above literature provides an indication that online recruitment (e-recruitment) is acknowledged as being an important aspect of job/candidate searching for jobseekers and organizations. Moreover, e-recruiting is becoming more effective recruitment tools, creating an avenue to build relationships between job seekers and organizations (Mooney, 2002).

RESEARCH OBJECTIVES

- To study the awareness of online recruitment (e-recruitment) portal.
- To understand the adoption (usage) of online recruitment (e-recruitment) portal.
- To study the advantages of possible outcomes of online recruitment portal.
- To provide a better way of screening data prospective personnel online as a basis for oral interview, and to communicate with prospective personnel.

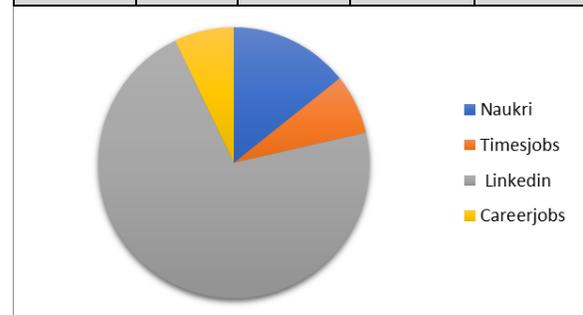
RESEARCH METHODOLOGY

The research methodology is a science of collecting, identifying and presenting facts in such a way that it leads to unearthing some truths or angles of reality. Research in common parlance refers to search for knowledge. In this study, quantitative research has been used.

1Q. What are the best portals of E-recruitment?

- Naukri.com
- Times job
- LinkedIn
- Career jobs

sample size	Naukri	Times jobs	LinkedIn	Career jobs
70	10	5	50	5

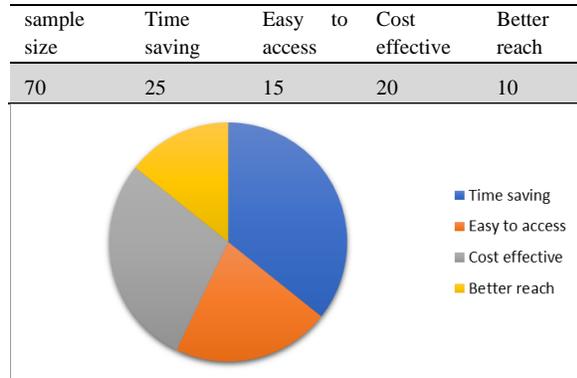


Interpretation: From this above chart, LinkedIn application is used by many companies and it is an international app. The 2nd application is Naukri and the other apps are Times jobs and Career jobs so on job applications are used by many companies.

2Q. What are the advantages of E-recruitment?

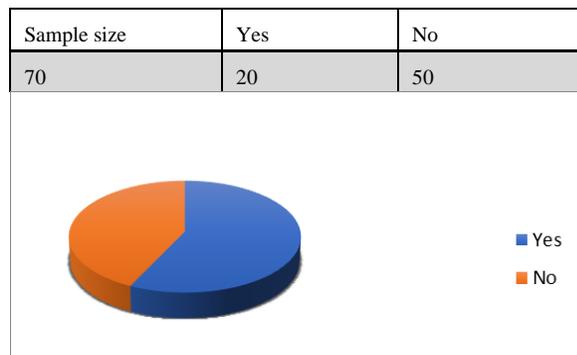
- Time saving

- b. Easy to access
- c. Cost effective
- d. Better reach



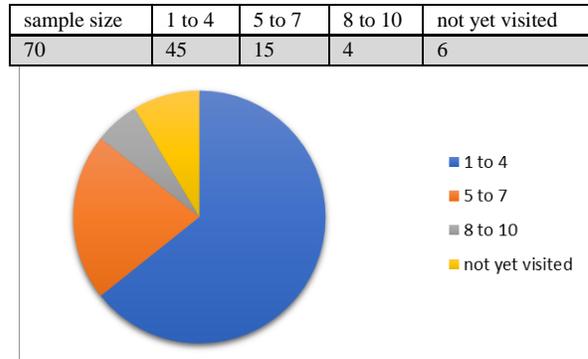
Interpretation: From the above chart, E-recruitment is used by jobseekers and everyone can use these apps. Most of the people referred as these apps are time saving. These apps are easy to access, cost effective, better reach to everyone. You can access these apps in your mobile phones.

- 3Q. Are external hiring helps you in learning work?
- a. Yes
 - b. No



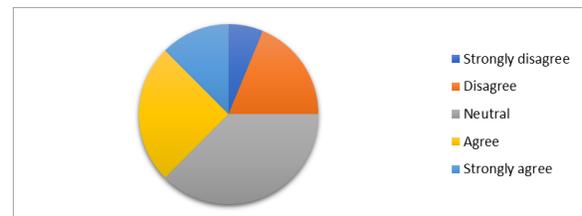
Interpretation: From this above chart, most of the people said that learning work externally is very problematic because, with internal work. So, 20% are agree with external work and 50% are disagreed with internal.

- 4Q. How many job websites have you visited?
- a. 1 to 4
 - b. 5 to 7
 - c. 8 to 10
 - d. Not yet visited



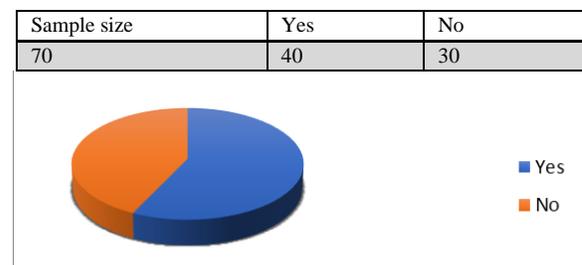
Interpretation: From the above chart, 45% of people are visited 1 to 4 websites, 15% people are visited 5 to 7 websites, 4% people are visited 8 to 10 websites. Still some people are not aware about the online recruitment and about the online application jobs.

- 5Q. Are you satisfied with the E-recruitment process?
- a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly agree



Interpretation: From the above information, 30% people are satisfied with the E-recruitment process and 20% people are not agreed with this process and remaining people are neutral about the process.

- 6Q. Will the E-recruitment be useful for the individuals?
- a. Yes
 - b. No

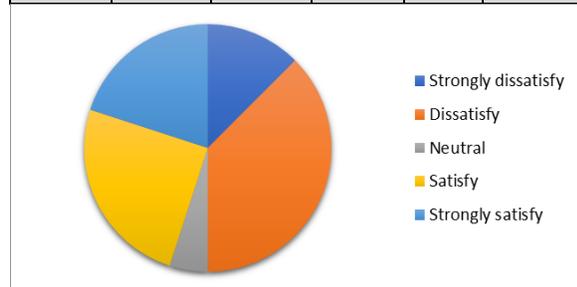


Interpretation: From the above chart, 40% people are saying that it is used for individuals and 30% people are saying that it is not useful for individuals. It depends on their interest towards the E-recruitment.

7Q. Does E-recruitment is useful for career development?

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

sample size	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
80	3	12	35	20	10

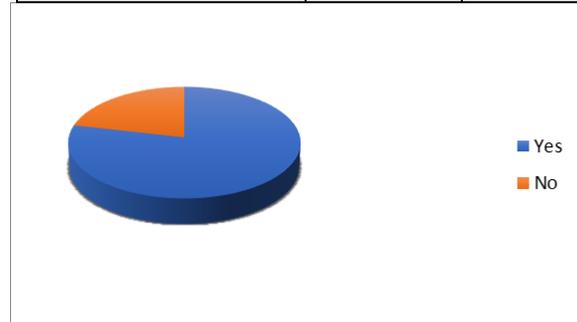


Interpretation: From the above chart, 15% people are not agreed about the career development with E-recruitment, 35% people are neutral about the career development and 30% people are agreed with the career development; because as our generations passes technology is also developing and using by everyone in this criterion.

8Q. Will the applicant's details be secured?

- a. Yes
- b. No

Sample size	Yes	No
70	55	15

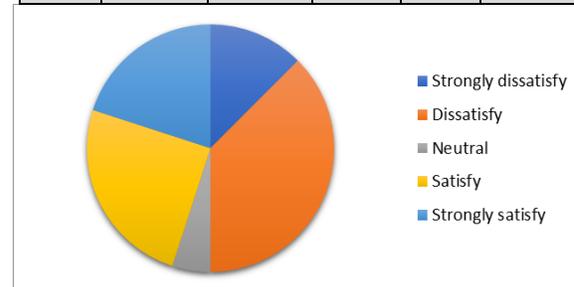


Interpretation: From the above chart, 55% people are saying it is secured and the remaining 15% people are saying not secure. The details can be seen only by the companies and not by individual people.

9Q. How do you rate the E-recruitment procedure?

- a. Strongly dissatisfy
- b. Dissatisfy
- c. Neutral
- d. Satisfy
- e. Strongly satisfy

sample size	Strongly dissatisfy	Dissatisfy	Neutral	Satisfy	Strongly satisfy
80	10	30	4	20	16



Interpretation: From the above chart, 40% are dissatisfied, 4% are neutral, and 30% people are satisfied with the E-recruitment. As the technology improvement there will be much preferred to the E-recruitment; because everyone is spending their lots of time in using the social networking sites and getting their jobs through E-recruitment.

FINDINGS

- From the study, it is administered that almost all the respondents including male and female are aware about the online recruitment (e-recruitment) portals.
- From the study, source of awareness of the online recruitment (e-recruitment) portals is mostly social media, followed by friends and new paper.
- From the stud, it is inferred that the mostly male respondents using online recruitment (e-recruitment) portal compare to the female respondents.
- The majority of the respondents adopting e-recruitment portal belongs to the 18-25 years of the age group and followed 26-30 years of the age group.

- From the study it is inferred that the respondents using online recruitment portals are mostly post-graduates and graduates.

CONCLUSION

In the present scenario of increasing penetration of internet usage, preference of smart phones by different cross sections of the society and developments in information technology. Online recruitment (e-recruitment) portals like, naukri.com, timesjobs.com, monsterindia.com, indeed-one search all jobs, jobsahead.com, careerbuilder.com, shine.com, freejobalerts.com, facultyplus.com, jobsahead.com etc. in the developing country like India awareness and adoption (usage) is bound to play a significant value exchange between job seekers as well as job givers.

The use of an effective online recruitment facility such as the one presented in this work provide effective and accurate method of collecting and organizing relevant information and documents such as CV's, resume's, etc. about interested job seekers or applicants. The use of accuracy, speed, efficiency and convenience of its applicant and administrator. The software has attempted to solve the problem of traditional recruitment system and to a large extent it is Successful.

In India, E-recruitment has shown its escalation in term of commercial values and also in adoption by recruitment agencies and jobseekers (applicants).

Most of the Indian companies are also beginning to use their own Web sites as well as some third-party vendors (agencies) as part of the solution for recruitment. Indian recruitment agencies are finding online recruitment as the most efficient and effective approach to finding candidates, and one that is targeted to their needs and cost efficient.

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- [4] Patrick Thibodeau covers human capital management and ERP technologies. He has worked for more than two decades as an enterprise IT reporter, and his work has appeared in *Computerworld*, *InformationWeek*, *Federal Computer Week* and *IEEE-USA Insight*.
- [5] Poorangi et al., 2011; Ahmed, 2009 and some of the executives of Malaysia.
- [6] Mooney, (2002) has said about the relationships between job seekers and organizations.