



Impact of e-Recruitment: An Analytical Study on Job Seekers of India

Dr. Joginder Singh

Associate Professor of Economics, Government College, Hisar, India

ABSTRACT: Value-added services supplied by job sites, efficiency, speed, providing customised solutions, aiding in the establishment of relationships with HR managers, and fostering brand growth are all crucial to the success of e-Recruitment. Despite e-many Recruitment's benefits for employers and job-seekers, it isn't without its drawbacks. Therefore, this study is being undertaken to ascertain which method of recruitment is the most beneficial to job-seekers in every respect. The inquiry found that the recruitment strategy had no impact on the company's public standing. But there is a big difference between traditional and contemporary approaches to hiring in terms of things like lower recruitment expenses, less stress from administration, and better tools for the recruitment team.

KEYWORDS: E-recruitment, job seekers, recruiters, etc.

INTRODUCTION

A company's greatest asset is its workforce. Most of a company's success or failure rests on the talents and efforts of its employees. Only when people working for that organization make novel and helpful contributions do they succeed in reaching their objectives. Therefore, we need to find and hire individuals who possess the requisite knowledge, abilities, and experience. Whether or not we go on in this manner, we must always keep the organization's present and future requirements in mind. When describing recruitment, it is helpful to think of it as the whole process by which a firm seeks for, evaluates, and ultimately chooses a candidate for a specific job opening. It is a part of human resource management. On the other hand, it may be claimed that it is difficult for a recruiter in a more conventional era to entice qualified applicants. If there is a wider and more varied pool of applicants, employers have a better chance of finding the right person for the post. For this, it is necessary for businesses to advertise job opportunities across a wide region.

1.1 Role of Recruitment in HRM

Human resources was formerly seen as a "mechanical" function that only helped the corporation with recruiting and terminating (and sometimes training) employees. Human Resources was set up to improve productivity and organization throughout the company. The importance of having a team that is well-educated, driven, and flexible has grown substantially in the past decades. Human resources departments are under growing pressure to demonstrate value beyond just cost cutting by learning about and adapting to the company's unique needs. Human resources professionals need to be involved and updated on personnel matters. Human resources experts play a crucial role in helping their company stay in the market, thus it's imperative that they also have solid business acumen. Human resource management must change as businesses evolve. To achieve this goal, HRM must react to and anticipate changes in the external environment and make proactive decisions about the direction of HRM. There is no way to know what is ahead of us since the future is so hazy. In order to cope with these unknowns, it is essential to remain flexible and to continue learning new things. Human resource managers need to be tech-savvy and adept at balancing human-centered issues with broader economic and commercial considerations. Human resource leaders and departments that excel have a profound effect on the success of their companies. One of the manifestations and foundations of modern transformation is technology. The shift to online recruitment has changed the role of HR departments, which means they must change too.

1.2 E-Recruitment

E-Recruitment is the newest buzzword in the industry. The term "recruiting technology" (or "online recruiting") describes the practise of using web-based solutions to aid in the hiring process. It might be the company's website, an external job board like naukri.com, or even an internal network. Internet recruitment is being used by both big and small enterprises. They advertise available positions online. To apply for a job, many people nowadays utilise email to distribute their



resumes and other application materials. Internet users looking for job may also make their resumes and other application materials available online for potential employers to peruse. Interns play an important role in online recruiting by matching open positions with candidates who meet the necessary criteria. Getting effective responses from prospective candidates at this time has shown to be a valuable activity. Over a hundred people could contact you if you advertise like that. Timesjobs.com, naukri.com, monsterindia.com, alljobs.com, jobsahead.com, indeed-one search, careerbuilder.com, freejobalerts.com, shine.com, jobsahead.com, facultyplus.com, and more job search websites/portals are accessible.

II.LITERATURE REVIEW

Bzdega, Sarah (2008) found social network recruiting to be a fantastic way to fill open positions, a finding that speaks much about the rise of online job searches. Discussion centred on the SNS, which has evolved into a valuable tool for professionals and a point of communication between the company and prospective employees. Sarah Feddersen, a recruitment specialist at Paragon IT Professionals, also foresaw connecting as a reactive and creative strategy. Finally, it is stated that the site provides an opportunity for the prospective employer to get insight into the applicant's character.

Sylva, H. (2009) have cited several benefits of online recruiting, including the ease with which any recruiting team may locate qualified candidates and quickly get their contact details. With more online job boards and resources, businesses and other organisations will have a higher chance of filling open positions with qualified candidates. To fill available jobs, the Internet facilitates the search for suitable candidates by all businesses. In contrast, finding and hiring new employees over the internet is quick and easy. The first step is for companies to advertise vacant positions on the internet, where interested individuals can then submit their resumes. Thus, time and money savings are the two primary advantages of utilising online portals. As Ganalaki (2002) pointed out, the Internet is "the greatest instrument with no limits and the finest way to engage with a worldwide audience" (2007)

III.RESEARCH METHODOLOGY

3.1 Research Objectives:

1. One goal is to assess how widely used the internet is as a recruiting tool.
2. To analyze how people who are looking for work see both traditional and online recruiting channels.

3.2 Hypothesis:

H0: In terms of monetary and non-monetary considerations, there is no discernible difference between old and contemporary forms of recruiting.

3.3 Research Design:

This study used a descriptive research method to detail how e-recruitment helps businesses and how happy job-seekers are with the process.

3.4 Data Collection:

The bulk of the information for this research came from a standardised Questionnaire filled out by job seekers and recruiters. Simple sampling methods were used to collect information from 350 job seekers and 50 recruiters.

IV.DATA ANALYSIS

The following are the findings of a graphical analysis of the data gathered by questionnaire:

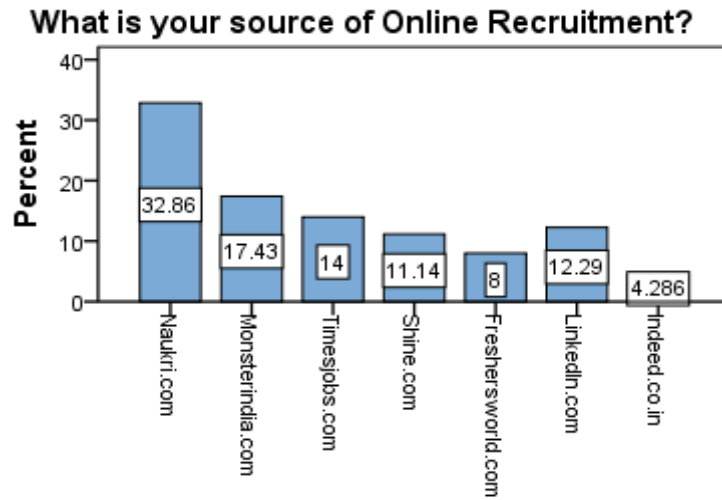


Fig. 1 What is your source of online recruitment?

Interpretation:

Naukri.com, a job site, was selected by 32.86 percent of respondents as their preferred online recruitment source. This was followed by Monsterindia.com (17.43 percent), Timesjobs.com (14%), LinkedIn.com (12.29 percent), and Shine.com (11.14%). Eight percent of users favour Freshersworld.com, while the remaining 4.286% prefer Indeed.co.in.

The following responses were collected from a survey asking why a certain job board was selected:

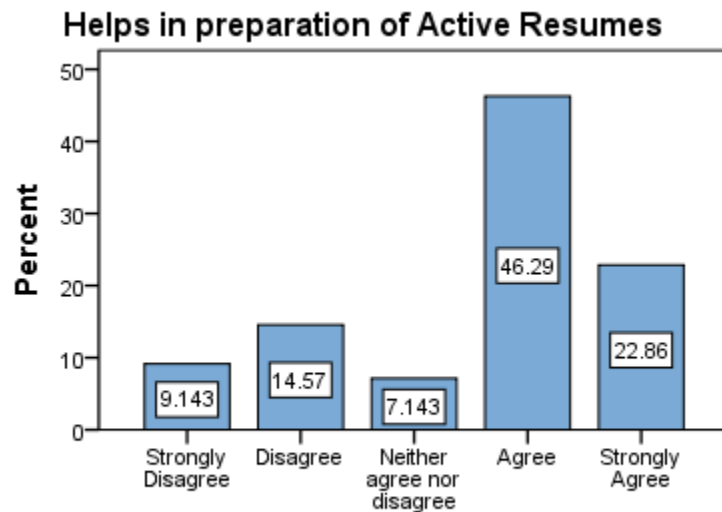


Fig. 2 Helps in preparation of active resumes

Interpretation:

From the data shown in the table and the graph above, we can infer that over half (46.29%) of the sample size of 350 respondents agrees that online job portals help people create effective resumes, with 22.86% providing high agreement. On the other hand, 7.143% of people are ambivalent. In contrast to the 86% who think that online job portals aid with active resume preparation, 14.57% of respondents disagree, with 9.143% strongly disagreeing.

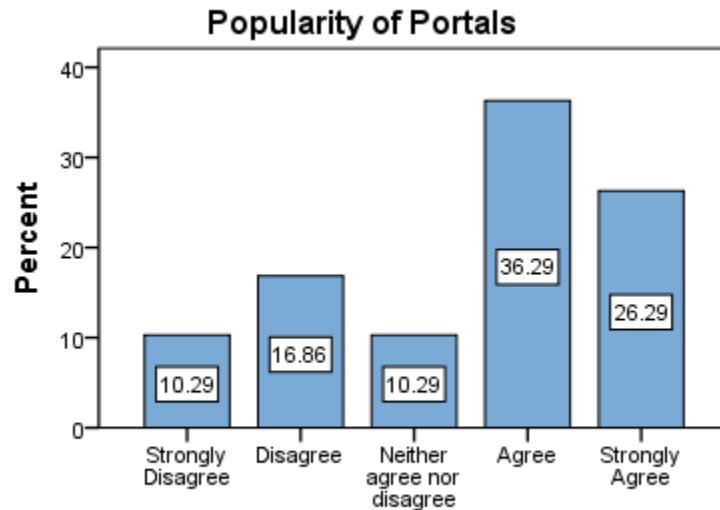
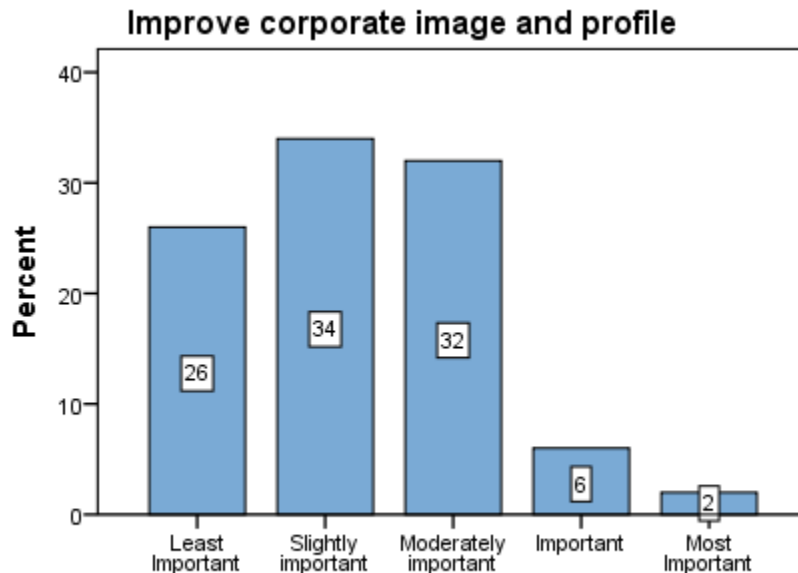


Fig. 3 Popularity of portals

Interpretation:

There were 350 respondents for this study, and the table and graph below show that 36.29 percent of those people agree that the popularity of online job portals was a big factor in their decision to use such sites, with another 26.29 percent strongly agreeing. 10.29% of those polled were neither in agreement nor disagreement. Only 16.86% of respondents admitted to using an online job portal, with 10.29% strongly disagreeing due to the sites' widespread usage.



Interpretation:

The data shown in the table and graph above shows that 34% of respondents find the idea that e-recruitment helps boost company image and profile to be just somewhat significant, while 32% find it to be pretty important, and 26% find it to be least vital. On the other hand, 6% of people think it's important, and 2% think it's the most important. Therefore, the majority of participants believe that e-recruitment strategies do not improve companies' public profiles.

Results from an independent sample t-test, where recruitment method serves as the grouping variable and the factors representing talent acquisition advantages serve as the dependent variables, indicate that there is no significant statistical difference among both traditional and e-recruitment on the basis of financial but also non-financial factors.

There is no statistically significant difference between traditional recruiting methods and e-recruitment strategies, as the sig. (2-tailed) value, i.e. p-value, obtained in the case of factor, i.e. improvement in corporate image & profile, is bigger than the alpha value of 0.05. This proves that the company's public profile is unaffected by its recruitment practises. However, when factors like lower recruitment costs, lighter administrative burden, and better recruitment team tools are taken into account, the p-value, or sig (2-tailed) value obtained is less than the alpha value of 0.05, implying a significant distinction between conventional and e-recruitment approaches. This means that the null hypotheses, that E-Portals provide better pay and benefits than conventional media of recruitment, is partially accepted and the null hypothesis, that there is no significant difference between traditional and modern mediums of hiring in terms of financial and non-financial factors, is rejected.

V.CONCLUSION

51.71% of respondents agreed that job vacancy alerts are sent quickly when and if they appear, which is not possible with conventional ways of recruitment, according to the study. Another advantage of online recruitment over more conventional techniques is the speed with which applicants may respond. Most users (54%) think the Job site is available whenever it's needed. Almost two-thirds of respondents, or 58.85 percent, think that the online Employment site is more effective at disseminating timely job information than more conventional recruiting techniques. The vast majority of survey participants (57.43%) also feel that job portals facilitate two-way contact between job seekers and recruiters.

Since it is the responsibility of the staffing firm to improve the employment chances of its candidates, this article will examine how e-recruitment measures up against more conventional hiring practises. When compared to traditional means of recruitment, Career Portal/Social Media recruiting was shown to make the vast majority of the 350 respondents (56.29 percent) more aware of potential job opportunities.

REFERENCES

1. Maurer, S.D. (2007). Developing Effective E-Recruiting Websites: Insights for Managers from Marketers. ELSEVIER, 305-314.
2. Sylva, H. (2009). E-Recruitment: A study into applicant perceptions of an online application system. International Journal of Selection and Assessment, 17(3), 311-323.
3. Temple, E.C. (2011). A Comparison of Internet Based Participant Recruitment Methods: Engaging the Hidden Population of Cannabis Users in Research. Journal of Research Practice, 7(2), 1-15.
4. Vee, L.L. (2008). Networking the Way to Success: Online Social Networks for Workplace and Competitive Advantage. 31(4).
5. Shepherd, T. (2009). Twittering in the OECD's "Participative Web": Microblogging and New Media Policy. Global Media Journal, 2(1), 149-165.
6. Promnitz-Hayashi, L. (2011). A Learning Success Story Using Facebook. SISAL, 2(4), 309-316.
7. Bhargav, S. Reddy, P. K., and Kiran, R. U (2011), "Coverage Patterns For Efficient Banner Advertisement Placement", 20th International World Wide Web Conference (WWW2011), 131-132. Retrieved December 02, 2011, from www.www2011india.com/proceeding/companion/p131.pdf
8. Poorangi, M. M., Razavi, S., and Rahmani, N (2011), "An Evaluation of the Effectiveness of E-recruitment Practices for SMEs in Malaysia", 2011 International Conference on Innovation, Management and Service IPEDR.14, 74-78
9. Chellapalli,Thirupathi.,(2018),"A Study On Online Recruitment (E-Recruitment) Portals Adoption (Usage): Role Of Demographics In Kolkata City",
10. Rani,Rozy.,(2016),E-Recruitment and its impact upon Job Seekers: Contemporary Approach, ISSN(O)-2395-4396
11. Tanvi Rana, Neha Singh,(2016),Social Media as a tool for Recruitment-A Critical Study, ISSN 2394-1537
12. Brijendra Singh Yadav,(2017), E-recruitment: An Exploratory Research Study of Paradigm shift in Recruitment Process, p-ISSN: 2319-7668
13. Sills, M., 2014. E-recruitment: A comparison with traditional recruitment and the influences of social media. Helsinki Metropolia University of Applied Sciences, European Management.