

E-Recruitment: As an Effective Source of Recruitment

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Abstract:

E-Recruitment or online recruitment is the process of recruiting personnel with the use of technology and web based resources. The practice of e-recruitment has made the process more efficient and effective. With the help of e-recruitment the organizations can reach large number of workforce and can identify the skilled personnel easily. Also this process consumes time and cost. In short e-recruitment paves the way for the success of organizations in this competitive. This paper aims to explore the efficiencies and deficiencies faced by the organizations of using e-recruitment.

"The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently."

The process of finding and hiring the best-qualified candidate(from within or outside of an organization) for a job opening, in a timely and cost effective manner. The recruitment process includes analysing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization. Online recruitment has come a long way since its inception. It is the latest trend in recruitment process in this competitive globalized era. The success of every organization depends upon a vital component that is human resource and recruitment is crucial for success because it generates human capital. The traditional methods of recruitment have been revolutionaries through the influence of internet. Many organizational have already implemented e-recruitment processes for posting jobs and accepting resumes on internet and corresponding with applicants through e-mails. In this paper light will be thrown on the concept, benefits, problems and criteria for effective e-recruitment. It also focuses on the recent trends and methods of e-recruitment.

Keywords: Recruitment, recruitment sources, e-recruitment, recruitment trends.

Introduction

The topic for the research paper is e-recruitment as an effective source of recruitment; the nature of the topic is theoretical and descriptive. So to conduct the research study the type of research suitable is descriptive research only. The required secondary data was collected from the Official Website, various Journals and Research Papers, diagnostic study reports and newspaper articles have been surveyed in making this study.

Secondary data are the data which is collected by a party not related to the research study but collected for some other purpose in the past. These data then become secondary data for the current users. These can be available in written, typed or in electronic forms.

OBJECTIVES

1. To highlight the benefits and drawbacks of e-recruitment.
2. To list out the methods and trends in e-recruitment.
3. To outline the criteria for effective e-recruitment.

1] INTRODUCTION:

Electronic recruitment is the selection of prospective candidates applying for a job via the Internet (external) and Intranet (internal). E-recruitment is also known as online recruitment. Using this method, a candidate who is applying for an advertised position forwards their CV and a covering letter electronically to the advertiser's website. That particular CV is retrieved by the advertiser and screened among the other CV's received from

different candidates.

E-Recruitment is the process of personnel recruitment using electronic resources, in particular the internet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. Using an online e-Recruitment system may potentially save the employer time as usually they can rate the candidate and several persons in HR independently review candidates.

2] RECRUITMENT METHODS:

The prime focus of using e-recruitment is to get a large pool of applications. It assures the organization to get a competent person for the job position from the large pool of applicants. There are two methods of recruitment followed by the organizations.

2.1] TRADITIONAL METHODS:

- Using sources that are not technology supported, like advertisement, Spokespersons, to draw as many applicants as possible to contact the organization.(Searching Candidates)
- Using paper-based test for applicants to create a manageable applicants pool.(Screening)
- Contacting the sorted applicants by phones and having face to face conversations.(Interview)
- Making the phone call, setting up the meeting and shaking hands. (Placement)

2.2] MODERN METHODS:

- Using the organizations Reputation product image, online technology and other methods to draw as many as possible to the organizations websites. Their organization can present themselves. (Searching Candidates)
- Employing sophisticated, standardized

online tests to screen candidates, and to winnow the applicant pool to a manageable number (Screening).

- Using automated hiring management system to contact the most desirable candidate very quickly, before they are snapped by another company. (Online Interview)
- Making the phone call, setting up the meeting and shaking hands (Placement Order by email)

3] SOURCES OF RECRUITMENT:

Sources of recruitment

Internal	External
1] Transfer. 2] Promotion. 3] Present Employees 4] Recommendation of existing employees. 5] Factory gate. 6] Casual Callers. 7] Central application files. (Data bank) 8] Labour Unions. 9] Labour Contractors. 10] Former employees. 11] Other sources.	1] Advertisement. 2] Employment Exchange. 3] Schools, Colleges and Universities.

3.1] INTERNAL SOURCES:

1. Transfers: Transfer involves shifting of persons from present jobs to other similar jobs. These do not involve any change in rank, responsibility or prestige. The numbers of persons do not increase with transfers.

2. Promotion: Promotions refer to shifting of persons to positions carrying better prestige, higher responsibilities and more pay. The higher positions falling vacant may be filled up from within the organization.

3. Present Employees: The present employees of a concern are informed about likely vacant positions. The employees recommend their relations or persons intimately known to them. Management is relieved of looking out prospective candidates.

3.2] EXTERNAL SOURCES:

1. Advertisement: It is a method of recruitment frequently used for skilled

workers, clerical and higher staff. Advertisement can be given in newspapers and professional journals. These advertisements attract applicants in large number of highly variable quality.

2. Employment Exchanges: Employment exchanges in India are run by the Government. For unskilled, semi-skilled, skilled, clerical posts etc., it is often used as a source of recruitment. In certain cases it has been made obligatory for the business concerns to notify their vacancies to the employment exchange. In the past, employers used to turn to these agencies only as a last resort. The job-seekers and job-givers are brought into contact by the employment exchanges.

3. Schools, Colleges and Universities: Direct recruitment from educational institutions for certain jobs which require technical or professional qualification has become a common practice. A close liaison between the company and educational institutions helps in getting suitable candidates. The students are spotted during the course of their studies.

4. Recommendation of Existing Employees: The present employees know both the company and the candidate being recommended. Hence some companies encourage their existing employees to assist them in getting applications from persons who are known to them. In certain cases rewards may also be given if candidates recommended by them are actually selected by the company. If recommendation leads to favoritism, it will impair the morale of employees.

5. Factory Gates: Certain workers present themselves at the factory gate every day for employment. This method of recruitment is very popular in India for unskilled or semi-skilled labour. The desirable candidates are selected by the first line supervisors.

6. Casual Callers: Those personnel who casually come to the company for employment may also be considered for the vacant post.

7. Central Application File: A file of past

applicants who were not selected earlier may be maintained. In order to keep the file alive, applications in the files must be checked at periodical intervals.

8. Labour Unions: In certain occupations like construction, hotels, maritime industry etc. all recruits usually come from unions. It is advantageous from the management point of view because it saves expenses of recruitment. However, in other industries, unions may be asked to recommend candidates either as a goodwill gesture or as a courtesy towards the union.

9. Labour Contractors: This method of recruitment is still prevalent in India for hiring unskilled and semi-skilled workers. The contractors keep themselves in touch with the labour and bring the workers at the places where they are required.

10. Former Employees: In case employees have been laid off or have left the factory at their own, they may be taken back if they are interested in joining the concern (provided their record is good).

11. Other Sources: Apart from these major sources of external recruitment, there are certain other sources which are exploited by companies from time to time. These include special lectures delivered by recruiter in different institutions,

Then there are video films which are sent to various concerns and institutions so as to show the history and development of the company. These films present the story of company to various audiences, thus creating interest in them.

4] E-RECRUITMENT:

E-Recruitment is the process of personnel recruitment using electronic resources, in particular the internet. E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as monster.com) for posting job advertisements. Corporate websites are a company's own website with a link for job posting/career options where candidates can

log into for current openings. If the company advertises its vacant positions on other website that specialize in recruitment such as - naukri.com, timesjob.com, monster.com, etc., the companies would be adopting commercial job boards for recruitment. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies.

Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. Using an online e-Recruitment system may potentially save the employer time as usually they can rate the candidate and several persons in HR independently review candidates. Recruitment agencies also use a method of e-Recruitment by using a cloud based service, there are several online offerings for ready to use recruitment software the internet, which reaches a large number of people and can get immediate feedback has become the major source of potential job candidates and well known as online recruitment or E-recruitment. However, it may generate many unqualified candidates and may not increase the diversity and mix of employees.

Within developed countries it is reported that more than 75% of Human Resource professionals utilise Internet recruitment methods (i.e. internet job boards) in conjunction with more traditional recruitment methods, such as newspaper advertisements and employee referrals. Among jobseekers, an estimated one in four utilize the internet to source job opportunities.

5] WHY E-RECRUITMENT

E-recruitment can overcome the barriers of traditional recruitment methods for easy access of the candidates. To be a successful Organization and to maintain the position recruiting high caliber staff is fundamental. Not finding the right person can lead to frustration. Many employers now aren't limited to attracting candidates from their own

country and they can appeal to qualified candidates all over the world. The same holds true for job seekers. They can search and apply for jobs in areas where their skills are in demand regardless of geographical location. The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same time appealing to the wider audience. This is the secret of e-recruitment gaining popularity in a short time span.

6] FLOW OF E-RECRUITMENT

1] Resume Bank 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 organization for consideration in future, as and when the roles become available.

2] 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. 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.

7] CONCEPTS IN MODERN RECRUITMENT METHODS:

1] Scouting:

Scouting means sending the representation of

the organizations to various sources of recruitment with a view to persuading or stimulating the candidates to apply for jobs. The representatives provide information about the company and exchange information and ideas and clarify the doubts of the candidates.

2] Networking:

This is a very good job finding technique and is usually carried out by most HR professionals. Relevant and sustained relationships over a period of time can help the HR professionals in networking with their colleagues to acquire resources from different fields.

3] ESOP's:

Companies recently started stimulating the employees by offering stock ownership to the employees through their Employees Stock Ownership Programmed (ESOPs) Body shopping is also known as employee leasing activity.

4] Event Recruiting:

Sponsoring events where the candidates you are seeking attend to. By giving a presentation and advertising your company in a way which will attract the candidates and letting them know that your company knows what the participants are looking for, you can bring in the most suitable candidates which you might consider hiring.

5] Re-Recruiting:

When the most qualified or experienced staff leave the company let them know that they are welcome back. The reasons they leave maybe for a change of location, a new challenge or higher pay which you can't afford at the moment. But if they are not satisfied at the new place, they will always appreciate the old one. This can also reduce on training cost and time which you might have to spend for a newly hired employee. This of course cannot be applied to all employees.

6] Make Every Employee a Recruiter:

This does not mean asking employees to refer their friends and family to the company. This also can be a way of advertising. Equip every

employee with a company card stating the company contact details and an attractive "we are always looking out for dynamic individuals....." This can be very useful when employees know how to effectively hand out these cards to the most eligible individuals

8] Innovative Recruitment Practices in Modern Recruitment Practices.

✓ Sending of SMS:

Converges provide individuals an easy option to send their application by simply texting the word "APPLY" to a specific number and in turn receives a reply from the organization to proceed with the application process.

✓ Video / Visual Networks:

Nowadays, Companies also using Online Video channels like You tube, Google Video portal Blogging on Social Networking Sites: Twitter, Face book, Multiply, HR Link, Cite HR, LinkedIn and Orkut are some of the social networks where job advertisements are made.

✓ Advertisement through public address system:

Radio, Television even though advertising in the media still remains a powerful source in attracting candidates, pioneers in the field say that "the most suitable, qualified and talented candidates aren't even looking". So approaching this set of candidates should be done after careful observations and by being attractive and making the candidates want to join your organization for his or her career growth.

9] E-RECRUITING METHODS

- **1] Job boards:** These are the places where the employers post jobs and search for candidates. Candidates become aware of the vacancies. One of the disadvantages is, it is generic in nature. Special skill candidates to be searched by certain job boards.
- **2] Employer web sites:** These sites can be of the company

owned sites, or a site developed by various employers. For an example, Directemployers.com is the first cooperative, employer-owned e-recruiting consortium formed by Direct Employers Association. It is a nonprofit organization formed by the executives from leading U.S corporations. Press release by Recruiters Network (February 20, 2003) showed the site has 98 members approximately 45 percent of which are Fortune 500 companies.

➤ **3] Professional websites:**

These are for specific professions, skills and not general in nature. For an example, for HR jobs Human Resource Management sites to be visited like www.shrm.org. The professional associations will have their own site or society.

➤ **10] E-RECRUITMENT**

TRENDS: Social Media finds an inherent place in hiring process with social media coming up on the scene; companies have more information than ever on the job seekers. While earlier recruiters were dependent solely on the candidate's resume, today they can easily perform a web search and find more information about them by scouting their social media profiles, and also examine their work samples, all through the use of web. Social media can also be a great way of discovering candidates who

are employed but are open to changing jobs if offered the right opportunity. Since the best jobs are hardly advertised out there on job boards, and a smart job seeker would probably know that, in order to find these prospective employees, recruiters will have to search through various communities. This makes social media a fascinating way of finding talent that one may not be able to find otherwise. Further, while using social media is an immensely helpful tactic for recruiters, the job seeker is also at advantage here as he has more opportunities today to find the right job than he had ever before.

➤ **Mobile recruitment:** the hottest topic doing the rounds: - Even if you aren't a part of the HR industry, chances are less that you must not have come across the immensely popular buzzword, mobile recruitment. More than half of the internet users now access the web from mobile devices. By the end of 2014, mobile devices will overtake computers as the most used tool to access the web. These statistics highlights the underlying need to invest in mobile recruitment by every organization that is serious about hiring in 2014. According to a recent LinkedIn survey, 59% of the candidates are using mobile to search for vacancies and 52% are using mobile to apply. However, these states

wouldn't matter if you do not have a well-developed mobile recruitment strategy at first place.

- **Using online media for brand building:-** Online media can have many more benefits if used in a more comprehensive manner against the piecemeal approach. Taking time to chalk out a detailed plan for utilizing all forms of online media towards strengthening brand presence of the company and its communication with potential Candidate's works even better compared solely to recruitment. Employers can use job ads to promote a Consistent brand to prospective job seekers. With there being some tough competition for available talent, it ultimately boils down to how well a recruiter is able to communicate his brand to the prospective employees.
- **Talent CRM, the future buzzword:-** Most people know CRM as Custom Relationship Management tool, a platform for tracking existing and target clientele and measure the progress toward business goals. 2013 was the first time when this concept made its serious debut into recruiting. The basic concept of Talent CRM is to establish relationships with passive and target candidates. The Talent CRM will help recruiters manage marketing content including

job descriptions, photos, videos or any other media that optimizes recruiting. Effective Talent CRM will also help in offering localized content based on the target audience. The recruiting landscape continues to evolve with the best candidates facing multiple options. The fusion between recruiting and marketing has been incredible. Leaders are companies big and small are focused on their employer brand and looking to attract passive candidates online. Social recruiting and other hot trends like employer branding, talent communities, recruitment videos, and mobile engagement leave no doubts that online recruitment is more of a digital marketing initiative now than ever before.

11] CRITERIA FOR EFFECTIVE E-RECRUITMENT

- The requirement for it is to benefit the selection procedure. Thus to make the process effective, the Organizations should be concerned about various factors. Among them most important are- Return on investment (ROI) should be calculated to compare the costs and risks. It facilitates to evaluate benefits and to calculate the estimated return.
- Recruitment policy should be flexible and proactive, to adapt market changes. The companies will have their own mix and match sources according their objective. The guidelines to be provided in the policy
- Unemployment rate, labor turnover rate are considered. As the whole process depends on the availability of

candidates in the market. For every post, position it is not viable to spend too much of time. These rates will determine whether to be stringent or lenient.

- Impact of supplying compensation details to be considered. That is the wage, salary, benefits, when disclosed on line then it should follow the legal norms. Chance for negotiation will not be there. Compensation rate of the company not only reaches to the candidates but will be known to all.
- Precautions to be taken for resume screening. Words that discriminates gender, age, religion etc to be avoided. For an example, 'recent' college graduates only

BENEFITS OF E-RECRUITMENT

- Reduce hiring delays -fill vacancies rapidly.
- Reduce recruiting administration by as much as 50% -this means more time available for other HR initiatives.
- Reduce costs on recruitment agencies.
- Wider reach for employers.
- Wider reach for candidates.
- State-of-the-art filtration tools
- Sophisticated management tools.
- Allows for proactivity.
- Increase brand awareness by attracting candidates to your website.
- Share talent globally with a single system and use this data to target and track the passive job seeker.

DISADVANTAGES

- Companies cannot reach job seekers who are not on the Web.
- Vast pool of applicants.
- The competition for candidates increases, since it is easy for other companies to find the same candidates.

- Lot of resumes online are overstating qualifications, while others may not express the real value of a candidate. Thus, on one hand the company may waste time to meet a poor candidate but not give an interview to a good one.

CONCLUSION

Electronic recruitment has changed the way jobs are applied for and has become so simple that anyone

Can do it. The credit goes to the programmers, software, computers and the Internet. The whole world has become "smaller" with the use of the Internet and everything is made easier for better application. The Internet and e-recruitment therefore face a very bright future. The future generations who are growing up with computers are not likely to use the traditional methods of recruitment; they will probably primarily rely only on the e-recruitment method. Companies in the future will see e-recruitment as their main business tool; a tool with which they can control the job market. It will most likely also give them the competitive advantage in the tough labour market. Simplicity, stability and speed will be the three key features of e-recruitment in the future.

This study has explored the effectiveness of using e-recruitment in organizations. It has been found that e-recruitment is effective in terms of saving recruitment cost, reducing time to hire and helping companies in developing competitive edge, market image and attracting right skilled candidates. Online recruitment is also effective in terms of managing talent process that is also considered effective. It has also found that e-recruitment will likely to grow in coming years

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