

STUDY PAPER ON E-RECRUITMENT

Surbhi J.Hotwani ¹, Onkar V.Chandure ²

*B.E.-Scholar, Information Technology, JDIET, Yavatmal (MS), hotwani.surbhi@rediffmail.com
Asst.Professor, Information Technology, JDIET, Yavatmal (MS), onkar_chandure@yahoo.co.in*

ABSTRACT

Now a day the traditional method of recruitment has been revolutionized by the influence of the Internet. Hence In the last decade, the use of Internet has dramatically changed the face of HR recruitment and the ways organizations think about the Recruiting methods. In the next coming years, online recruitment and hiring new candidate is continued their explosion and Growth. Presently, e- recruitment has been adopted in many organizations like large organizations as well as in small Size companies, Even Most organizations are already using e-recruitment to post jobs and accept Resumes on the Internet, and correspond with the applicants by e-mail. It brings the benefits to the organizations. In this article, there will be an introduction on e-recruitment and its development process. There will also be a discussion on the various advantages and disadvantages of e-recruitment practice broadly taken from various literatures.

Keywords: *Explosion, Growth, Internet, E-Recruitment*

1. INTRODUCTION

E-recruitment has been an issue of interest over the past ten years. Internet is considered as the latest tool in hiring. It is a real revolution spreading over the world of job hunting & hiring. The term online recruitment [1], e-recruitment, cyber recruiting, or internet recruiting, imply the formal sourcing of job information online. The first references to e-recruitment Appear in article of the mid-1980s E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as monster.com) [3] 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.

2. WHAT IS E-RECRUITMENT

According to Edwin B. Flippo, "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". Recruitment is the activity that links the employers and the job seekers. A few definitions of recruitment are: A process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted.

Online recruitment [1,2] offers recruiters one of the most powerful and cost-effective ways to recruit staff for an organization. Online recruitment, e-recruitment, or web-based recruitment is the use of online technology to attract and source candidates and aid the recruitment process. What this usually means is the use of a company's own website, a third-party job site or job board, a CV database, search engine marketing or social media platforms to fill vacancies.

Many big organizations use Internet as a source of recruitment. E- Recruitment is the use of technology to assist the recruitment process. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae i.e. CV through 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 .

3. LITERATURE REVIEW

This section focuses on the various theories that are relevant to our study. A study conducted by Berger and Ghei (1995) in his study on a facet of hospitality hiring concluded that the success of the hotel industry depends on the quality of its employees and their effective management in order to assist the organization to achieve its objectives.

Mencken & Winfield (1998) explored the advantages and disadvantages of informal and formal recruiting practices in external labour markets. The authors found that quality was a strong motivator than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sector Smith (1999) had worked upon e-recruitment where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads.

Galanaki (2002) had conducted a descriptive study on the decision to recruit online, involving 99 UK IT companies whose shares were traded in London stock exchange. A survey was carried out, in the form of a postal questionnaire, followed by an interview to which 34 companies replied. The author found that internet agencies provide the company with fewer but substantially better applicants than traditional recruitment agencies. A study conducted by Connerley, Carlson, & Mecham (2003) on the evidence of differences in applicant pool quality addressed the research need by examining the attraction outcome of firms competing head-to-head.

Recruitment process	Traditional	E-recruitment
Attracting candidates	Using sources that are not technology supported, like advertisement, flyers, Spokespersons, to draw as many applicants as possible to contact the organization	Using the organization's Reputation product image, online technology and other methods to draw as many as possible to the organization's websites. There organization can present themselves
Sorting applicants	Using paper-based test for applicants to create a manageable applicants pool	Employing sophisticated, standardized online tests to screen candidates, and to winnow the applicant pool to a manageable number
Making contact	Contacting the sorted applicants by phones and having face to face conversations	Using automated hiring management system to contact the most desirable candidate very quickly, before they are snapped by another company.
Closing the deal	Making the phone call, setting up the meeting and shaking hands	Making the phone call, setting up the meeting and shaking hands

TABLE 1: The recruitment process set out in the traditional and 'e' way of recruiting

recruits for similar positions. Results of an analysis suggest that applicant quality can vary substantially within and across job families Chapman and Webster (2003) in their survey research on the use of technologies in recruiting, screening, and selection processes for job candidates conducted in USA found that most organizations implemented technology based recruitment and selection tools to improve efficiency, enable new assessment tools, reduce costs, standardize systems and expand the applicant pool.

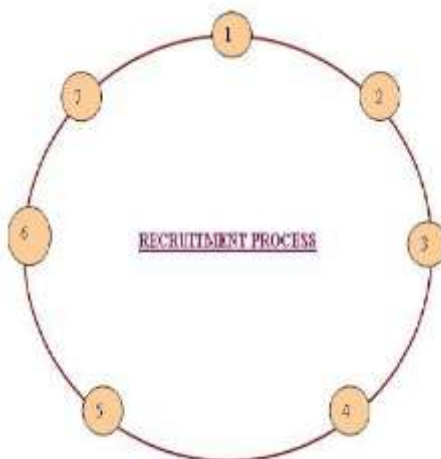
A research by Matthews (2006) on the recruitment of law students by the United States Internal Revenue Service described how by moving up the start date of its campus recruitment efforts it was able to fill jobs more easily and with better quality individuals.

A research conducted by Verhoeven and Williams (2008) reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as identified in literature and considered those against the views of HR Managers in UK. A survey conducted by Williams (2009) on E-recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as two-thirds (66 per cent) of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for many jobs.

3.1 Earlier recruitment method

Presently recruitment is done manually. A company notifies the vacancies and applicants respond by posting the resumes. The company shortlists the applications and conducts interviews/tests at a specified location and day. The results are again intimated to the candidates. The time and effort spent on this process is too high. The traditional recruitment system takes more time as well as very costly.

1. Identify vacancy
2. Prepare job description and person specification
3. Advertising the vacancy
4. Managing the response
5. Short-listing
6. Arrange interviews
7. Conducting interview and decision making

**Fig-1: Recruitment Process**

3.2 Sources of Recruitment

Every organization has the option of choosing the candidates for its recruitment processes from two kinds of sources: internal and external sources. The sources within the organization itself (like transfer of employees from one department to other, promotions) to fill a position are known as the internal sources of recruitment. Recruitment candidates from all the other sources (like outsourcing agencies etc.) are known as the external sources of recruitment.

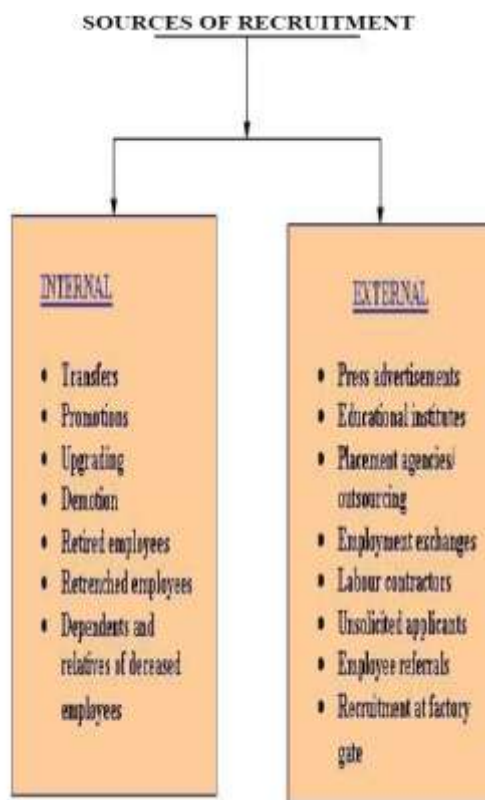


Fig-2:Sources of Recruitment

3.3Factors Affecting Recruitment

The recruitment function of the organizations is affected and governed by a mix of various internal and external forces. The internal forces or factors are the factors that can be controlled by the organization. And the external factors are those factors which cannot be controlled by the organization. The internal and external forces affecting recruitment function of an organization are as shown in below figure.

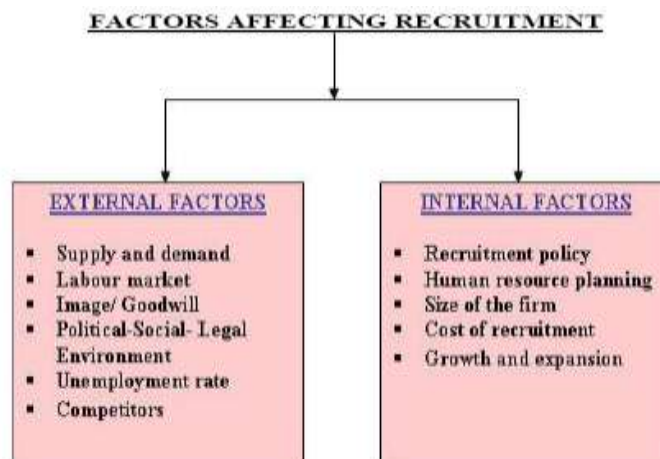


Fig-3:Factors affecting recruitment

3.4 Significance of study

The important significance to develop the project which gives us the idea about to build online job recruitment portal to replace the traditional way of hiring candidate by publishing various ads in newspaper. The main significance to build online job portal that offers online system for various universities to:

1. To eliminate the manual process of hiring candidate
2. Most cost effective method
3. Time saving method i.e. speedy and convenient process
4. Availability of post vacancy 24hours.

4.MODULES / COMPONENTS

The system is proposed to have the following modules: Administrator, Jobseekers, and Company.

A. Administrator

Administrator has the full authority over the website. Administrator can view the details of all the registered users and have the power to delete them. Administrator can edit the web pages and update them. Administrator can view all the company details also.

B. Jobseeker

A jobseeker must register with the system to access the services. Job seeker can update the personal details and change the password. One can also upload and update resume. Job seeker can view the details of jobs posted by the companies. Job seeker can register and appear for the online exams.

C. Company

A company must register with the system. A company can conduct online examination and select the candidates. A company can post and update the details of vacancies. A company can view the job seekers details.

5.WORKING OF RECRUITMENT PROCESS

E-Conscription is aimed at developing a web-based and central recruitment Process system for the HR Group for a company. The system allows both job seekers and companies to interact and successfully complete the recruitment process. The system provides well defined interfaces with all the required functionalities To provide flexibility to the users, the interfaces have been developed that are accessible through a browser [1,7]. The GUI'S at the top level have been categorized as Administrative user interface the operational or generic user interface The

„administrative user interface“ concentrates on the consistent information that is practically, part of the organizational activities and which needs proper authentication for the data collection. These interfaces help the administrators with all the transactional states like Data insertion, Data deletion and Data updating along with the extensive data search capabilities. The „operational or generic user interface“ helps the end users of the system in transactions through the existing data and required services. The operational user interface also helps the ordinary users in managing their own information in a customized manner as per the included flexibilities.

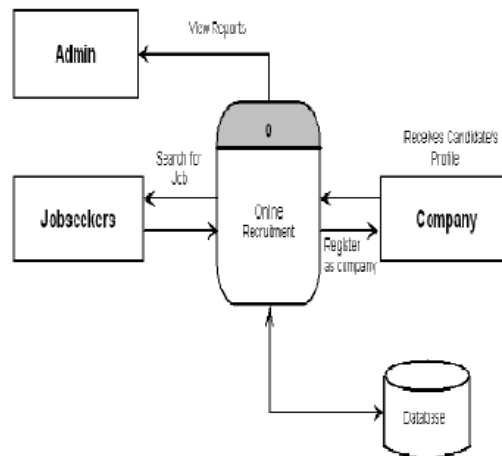


Fig-4 :Working of recruitment system

6. ADVANTAGES AND DISADVANTAGES

A. Advantages

1. Wider access and Geographical spread
2. Larger audience
3. Greater chance to find right candidate quicker/with greater effectiveness
4. 24/7 - no waiting for issue dates
5. Quicker and time saving/cost saving
6. Relatively cheap
7. Better match of workers - vacancies
8. Efficiency gains
9. Cost saving/saving personnel costs
10. Access passive jobseekers
11. Reduction of unqualified candidates.
12. More opportunities for smaller companies

B. Disadvantages

Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages. Some of them are:

1. Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time consuming exercise for organizations.
2. There is low Internet penetration and no access and lack of awareness of internet in many locations across India.
3. Organizations cannot be dependant solely and totally on the online recruitment methods.

7. CONCLUSION

Traditional methods should not be replaced by the e-recruitment, it should supplement. The loopholes of e-recruitment can be covered by the traditional methods and recruitment process will be faster, global due to e-recruitment. One method should not replace the other. When two vacancies are there and two candidates are

available the companies do not have much choice, thus they prefer to widen their search and attracts numerous applications. But when for two vacancies a company receive 2000 application, the in depth screening process is not possible. While other methods like campus interview, internal search has a personal touch. But receiving application in hand, communicating with candidates becomes time consuming without internet. Job Portals are the most popular and widely used tool by companies and recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job Portals provide a platform for the employers to meet the prospective employees. Hence this system will help for betterment of traditional recruitment with less time and cost .This will act as platform for both job seeker to search the job and corporate sector to hire appropriate candidates.

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