Chapter One

**Introduction**

1. Background

Recruitment is an integral part of human resource management. It defines the process that helps provide organizations with streams of qualified candidates that are fit for various job roles. Recruitment also consists of all processes and activities that are undertaken by organizations, firms, industries for the sole aim of identifying and attracting potential employees. Employers take this subject very critical as it poses an essential importance towards the output of any organization.

Recruitment could be dated all the way back to ancient Egypt, Greece and Rome. But the emergence of contemporary recruitment can be stated to have been initiated in the 1940’s at the heat of the second world war. During the war, groups in form of recruitment agencies set out advertising to individuals who had no obligations in military service job opportunities in order to fill the vacancies and staff gaps created by those who had gone to serve in the war. This process was often termed “The Mad Scramble” [1].

These agencies came to light again as the end of the war led to a flood of trained individuals returning from the army full of new skills relevant for new, emerging fields like information technology. Headhunting agencies as they were called at the time gained popularity due to the steadily growing workforce. A new method arose, the creation of “resumes” that showed the applicants profiles, abilities, capabilities and skills began to develop with hiring agencies “linking the right people to the right jobs” through the sorting of a handful of newspaper ads in order to source applicant resumes. This process posed cumbersome due to the fact that applicants had to submit their typewritten resumes by hand or by mail, and recruiters had the job of tracking down of a flood of “non-digital” resumes. The evolution of online recruitment is said to have emerged when Monster.com first popped up in 1995 [1] as an online instrument for organizations to connect with potential applicants.

With the influence of technology more people possessed access to the internet from their phones and other devices. The recruitment process however, began a gradual tilt towards that dimension. This work, “recruiting management platform: non-professional jobs” provides an improved, better recruitment space undertaking and harnessing the provisions and benefits of the presence of technology to provide organizations, corporations, individuals, the conducive online space to carry out their respective activities in the hiring of befitting individuals.

1.1 Statement of the Problem

1. Recruitment process has never presented itself an easy task following the traditional procedures. It could be a daunting one.
2. The traditional methods of recruitment continuously proven daunting and time wasting
3. Employment slots advertising and onboarding being labour intensive.
4. The blue-collar workers hardly benefitting from most current recruiting platforms.

1.2 Aim and Objectives of the Study

The aim of this study is to design a recruiting management platform for non-professional jobs. The specific objectives are as follows;

* To design an easy to use interface for users of the platform.
* To provide ease of job application for job seekers on the go.
* To develop a platform for skilled workers, non-professionals and blue-collar workers to be seen and receive job offers.
* To provide for employers, stress free employee search from a pool of available choices while helping minimize the rate of unemployment in the society.

1.3 Significance of the Problem

This work will be of benefit to the following:

* Job seekers/prospective employees will have the opportunity of presenting their resumes and/or skills in the platform enabling their visibility to prospective employers.
* Employers also have the advantage of a wide range of applicants to select from giving them the better advantage of choosing the best.
* Blue-collar workers also have the privilege of being seen quicker as they are brought to spotlight broadening their chances of getting jobs and getting multiple ones at that
* The society at large benefits, particularly in Nigeria as it helps in the alleviation of the unemployment “myth” and the unemployment “reality”.

Chapter Two

**Literature Review**

1. Introduction

As most recruiting platforms seems to proffer more attention to professional or white collar individuals and skillset in the same vein in organizations, institutions, and homes find it quite daunting getting the skilled and technical jobs done being that there are quite just few platforms that focuses on such fields and available skilled prospective employees are not readily available and not always close by. This works looks into the development of a recruiting platform or website that focuses on reaching the lacking needs of skilled hands in our various sectors of our societies within the nation. It will be based on creating an avenue for skilled job seekers and job providers to converge. Creates a world were bright individuals who are not fully in the full-fledged professional scene can expose their treasurable skillset and get the numerous opportunities that the platform helps bring closer to them.

2.1 Theoretical Background

[2] cited [2] where he categorized e-Recruiting into six major categories: general-purpose boards, niche job boards, e-Recruiting application service providers, hybrid recruiting service providers, e-Recruiting consortiums, and corporate career websites. [2] also describes the e-Recruiting process of corporate career websites as comprising of eleven consecutive steps divided into four parts. The first part constitutes of the following; identification of employee gaps, submission of job requisition, approval of job requisition and job posting on the Internet. The second part comprises of online job search by applicants and the submission of applications. The third part focuses on searching the applicant database, evaluation of resume/application and interviewing of the applicants by hirers. The fourth and final cluster attends to pre-employment screening, job offers and employment contracts. Although these steps seem more related to management, but they are very well influenced by the steps of the e-Recruitment process and will change during or due to the switch from traditional to online recruiting.

2.1.1 RELEVANT CONCEPTS

**Onboarding**: This is the incorporation of the process and the tools with which an employee acquires the mandatory intelligence, skills and qualifications. Keeping track of the onboarding process of an employee is important in order to certify that all the mandatory background checks have been completed [3]. It is the processes involved in inculcating into the new employee the culture of the company

**Candidate Management**: It refers to an organized method or technique employed when attracting prospective employees, shortlisting candidates and planning of interviews with the most capable applicants. Candidate management could be applied using various devices including telephones and computers [3].

**Applicant Tracking Systems**: These are recruitment softwares that are employed in order to manage job applications. [3] Applicant Tracking System helps to manage your recruitment process and normally forms part of an organizations online careers page. A good Applicant Tracking System could also possess the ability to provide real time detailed recruitment analytics.

**Talent Acquisition**: The art of attracting new employees to the business through an attraction plan it can also be seen as a predefined process of candidate sourcing. [3] Talent acquisition entails activities that concerns long term human resources planning and locating right candidates for positions that demand individuals with certain specific skills.

**Talent Pool**: [3] A previously organized list of suitable candidates for future requirements. Working with an agency in partnership, these candidates can be screened and kept aware for future requirements or short notice assignments. Talent pools make up of not only candidates that have applied for jobs, but also sourced, referred candidates.

**Professionals**: Wikipedia has it that professionals are individuals who are workers of a certain profession and make a livelihood from some defined professional activity. It also refers to individuals who have gotten some form of standard trainings and education to equip them with specific knowledge and skills that are essential in performing specific roles in that profession [3].

**Nonprofessionals**: Nonprofessionals or blue-collar workers as we informally know them, in the light of this work, refer to individuals engaging in paid occupation that does not necessarily require advanced education or skills. [3] They are individuals who are usually involved in physical work rather than office or corporate jobs. The nature of their job most times requires the wearing of work clothes or protective clothing. This term originated in the 1920’s where these types of workers wore fabrics of the denim sort in order to conceal dirt due to the nature of their work.

**Recruitment management**: Simply put, encompasses all activities involved in the process of recruiting, interviewing and hiring new employees. These activities must be done in compliance with the employment laws that are prevalent the specific territory within which it takes place to ensure a fair process [3].

**Recruitment** **management** **systems**/ **Online** **Recruitment** **systems**/ **e-recruitment** **platforms**: One of the Human Resource tools employed in the automation and management of a company’s recruitment process. [3] RMS helps companies and individuals post available job slots, share on different platforms, manage applicants and plan interviews and overall helps to facilitate the hiring process.

2.1.2 TECHNOLOGIES USED

For the development of the recruitment management system being discussed in this work, some of the relevant technologies provided by technological advancements would be put in use to create the system and make the system an efficient, workable one. These technologies include, programming languages, frameworks, IDE’s and an operating system.

Programming Language according to Wikipedia [4], is a formal language comprising of a set of strings that produce various kinds of machine code output. It is a type of computer language that is used to implement algorithms.

**JavaScript** is commonly used to make web pages dynamic. As a client scripting language, it provides websites with interactivity like prompts and alerts and it can add animations to images and text. It is used by websites for the purposes of data validation to ensure that users enter the correct information into fields on contact and sign-up forms.

**CSS** (Cascading Style Sheets) is a declarative language that used to control how webpages look in [browser](https://developer.mozilla.org/en-US/docs/Glossary/Browser)s. The browser applies CSS declarations to selected elements to display them properly. A style declaration is made up of the properties and their values, and these determine how a webpage appears. CSS is known to be one of the three core Web technologies, along with [HTML](https://developer.mozilla.org/en-US/docs/Glossary/HTML) and Javascript.

**PHP** is a general-purpose scripting language meaning it has the ability to be used to develop different types of programs. Initially brought to light by created by Rasmus Lerdorf a Danish-Canadian programmer in 1994 [5]. It makes use of an interpreter in execution. Also, php can be used for many programming tasks outside of the web context, such as standalone graphical applications and robotic drone control.

**A database** is a separate application that stores a collection of data.

A database is a structured collection of ordered data or information usually stored electronically in a computer system. Each database has one or more distinct APIs for creating, accessing, managing, searching and replicating the data it holds. [6];

**MySQL** is an, easy to use, open-source database system being used for many small and big businesses. MySQL is becoming so popular because of many good reasons. It also uses a standard form of the well-known SQL data language. MySQL works on many operating systems and with many languages including php, java, C, C++ amongst others.

For this work, html will be used to create the basic structure of the platform, harnessing the provisions of css and javascript to create dynamic, user-friendly, operational website. The preferred database will be use to store much needed information and release them when appropriate, this helps ensure that the platform functions effectively.

2.2 Review of Related Literature

In [7] paper on ubiquitous recruitment processes and candidate relationship management [7] opined that the traditional(paper-based) recruitment of external candidates from job advertising is a linear process with consecutive tasks. It usually starts with the identification of required applicants, their location and placing in the work force, and proceeds with activities designed to attract and persuade qualified applicants to make applications. Job applications are then received, screened, and sorted, leading to the drawing up of an organized. The process ends with communicating the pre-screening results to applicants [7]. She made a study of three progressing companies as case and noted that most companies started their recruitment process with the identification of required applicants. This was done mostly through traditional means. However, their candidate pooling process was carried out with the use of online recruitment platforms as tools, some of which were, corporate websites, online job portals and the likes. All activities taken place towards the influx of incoming application was noted to be executed out on a near full automated path. The provisions of the recruitment platforms being used was effective in relaying necessary information to the applicants through the recruiting process. It can be deduced from her work, that availability of online platforms provided handy benefits for the case companies [7].

In their research on the “Effectiveness of e-recruiting” in 2012, [8] stated that a significant advantage in the use of web-based recruitment platforms is speed. Activities are quicker and easier to complete. They also pointed out case studies of major seasons of festivities, Christmas being the peak. Under ordinary circumstances it would be quite burdensome to process applications of job finders as retailers most likely at that period in the year would be considerably focusing on the business. According to them e-recruitment helps applicants to “register” for seasonal work and can be easily offered jobs when such vacancies arise. Their work also points out that most hirers prefer to offer retailing jobs to individuals between the ages of 18 and 23, and thankfully most individuals within this age bracket are internet friendly and are constantly on the search for jobs on the internet[8]. E-recruitment softwares, for them, possess some filters that help streamline the time taken in the recruitment process. According to him, wider access to potential applicants is available, all the media are used and information regarding jobs opportunities easily gets viral. Individuals and applicants can now have access to such and quite vast information concerning job slots and vacancies despite being out of the country or out of the state. The internet has bridged the gap of time and space as informant relayed to them. According to their survey, many employers have testified to applications received from other sides of the globe. Antiquated methods of advertisement in the newspaper have become quite outdated.

[9] in their research using the study of the telecommunication industry in Nigeria resolved that the utilization of the provisions of online recruiting platforms gave rise to organizational profitability. From their findings they resolved that 69% of the change in profitability of an organization could be deduced from the introduction of e-recruitment methods. Their work also expresses that traditional methods could be quite too costly. [9] concluded, urging, that the utilization of e-recruitment systems should be put in place in both private and public sectors. Stating that organizations need to place the e-recruitment methods and operations as part of their operational components to be able to flourish in the ever-revolving competitive business sphere.

[10]in his research work, being able to unravel the prevailing advantages of online recruitment platforms, summarized them into these six points.

* Reduction of the time eaten up during hiring: Being that e-recruitment is an activity that could take at any time anywhere on the globe. Employers can post job openings and begin receiving response almost immediately. In comparison to traditional methods we know the better option.
* Cost saving: The ratio of the cost of utilizing online job portals to the traditional methods is really wide, favouring the former.
* Broadens candidate’s accessibility: Candidates benefit greatly from the wider scope they enjoy through these online platforms. They can access a lot with a click.
* Provision of sorting and filtering capabilities: There are recent online platforms that possess search sort and filter capabilities, that help to easily and briskly pick out and choice professionals in no time.
* Company Branding: Employers can use their job adverts to put forth a dependable brand and image to prospective employees.
* Stress-free tracking: The recruitment process could be managed at whatever location and at whatever stage.

According to him, the future of E-recruitment methods and techniques are bright and shining as it remains a need in this digital age [10].

[11] In their research, used Saral Rozgar as case study, an online job marketplace predominantly making waves in India at the time and currently as well. Only very few of such services as Saral Rozgar, a mobile job recruitment platform developed to help the “entry level” blue-collared job seekers to connect with their prospective employers by using the mobile phone and web applications were functioning at the time. The service was launched in November 2012 and was operational as a mobile method with few streams of telecom operators. Ever since the unveiling of the portal, Saral Rozgar was widely acknowledged across the industry and received awards by various national and international bodies. According to the creators, they commented, ‘We designed and developed several innovative features over the voice so that it becomes easy for the job seekers to shed off their hesitations and be comfortable talking to the agents in the call centres” [11]. The job seeker in the blue-collared workforce did not have easy access to the Internet and hence were not in a position to create an online resume. Saral Rozgar functioned with a ‘voice resume’ feature which was a self-introduction by the job seekers over the phone. While going through the database of job seekers, employers hiring candidates in sales, retail, and BPO found this tool efficient and effective as it helped in understanding the candidate’s ability to communicate and also observes their presentation skills. India at 459 million and 6 percent of this figure was in the organized sector while approximately 93 percent were employed in the unorganized or the informal sector or were the blue-collared workers according to some survey. The Indian blue collared job market had tremendous potential. Saral Rozgar was one very promising initiative that strived to create a positive impact on the ever-pressing digital divide dominant in the nation. Millions of job seekers from the lower strata of the economy can and are getting benefits from this initiative. The limited usage posed the greatest limitations for Saral Rozgar. Useful for individual present within the Indian territory, capability restricted for moble phone usage and no internet access. Rozgar would be able to reach a much wider range of beneficiaries if it had an easy to use online presence.

[12]in his work, noting a study review on “Glassdoor” (a company) found that most job searchers use their phones for online job search. Mobile technology has been infused into the larger part of our daily lives in ways that minimal education is no barrier. The percentage of job seekers using their phones to search for and apply to jobs decreases as education increases: Fifty-six percent of the study's job seekers with a high-school education used mobile devices to search for jobs, as only 42 percent of job seekers with a doctoral degree did so. Lower-income households are more likely to use mobile devices as a substitute for personal computers, the study found. According to a Research Center survey cited in his work, 22 percent of the studied households that had high school certification as the highest level of education did not have sufficient internet access in their homes, but they did have smartphone access. That number dropped to 10 percent for households where the highest level of education was college or higher, according to the study. "The variety of candidate pools can be improved by having more mobile-friendly job application processes," Andrew Chamberlain, chief economist at Glassdoor opined during his research as noted by [12]. "Our research shows many workers with less formal education and from traditionally underrepresented social groups are more likely to rely solely on mobile devices for their job search." The common understanding being that most who search for jobs with mobile devices are in technical or high-income occupations, such as software engineers or financial professionals was disputed with this work. The roles for which job seekers are least likely to use a mobile phone tend to have high salaries, the study found that mobile usage varied widely across industries. In food services, transportation and retail it showed higher number of people using their phones for job with 63.73 percentage average. On the reverse, industries with the least-mobile job seekers include accounting and legal with percent, biotech and pharmaceuticals only an average of 45.9 percent. The study also found that promoting a job as mobile-friendly increases the number of applications started for that job by 11.6 percent [12]. The limitations of Glassdoor, taking the recruitment section as case includes the lengthy time it takes to complete sign up process. It has also been observed that most the available jobs labelled as “remote” are not necessarily remote and after filters have been applied the refresh action takes considerable amount of time to reflect making things slow and wasting ample time.

From [13] point of view in his work where he introduces the benefits of electronic recruiting, to assist in winning the tussle for talent in the present digital dispensation, it is important that organizations find ways to attract job applications from around the globe in quick and efficient ways. In this light, an organization's ability to speedily and efficiently recruit and hire capable employees is an essential determinant of the organizational effectiveness and competitive advantage of the said company. The adoption of online recruitment platform usage assists an organization in generating a large applicant pool, thereby giving hiring managers the opportunity for selective hiring. According to [13], the duration of the whole recruitment process is considerably reduced due to quicker exchange of information. Because all three stages of the re-recruitment process he outlined (attracting applicants, sorting applications and contacting candidates) are automated, it gives room for organizations utilizing the provisions of online recruitment to be able to recruit employees faster, with less staffing personnel involved and helps promote efficiency in the hiring process. The cost of electronic job posting is usually lower than the one of printed media, employment agencies, headhunters and other traditional recruitment means [13]. In recruiting, transaction costs drowned in job advertising, processing of application candidate evaluation, screening and interviews. For recruiting organizations, e-recruiting lowers job advertising and application processing costs, and provides transaction speed and access to larger labor markets citing [13], unlike newspaper advertising, online recruiting enables organizations to provide more information to potential applicants, due to the interactive, user-friendly and multimedia capabilities of the internet. For companies processing a wide range of candidate information becomes cost effective due to the automated processes involved, and recruiters and employers have better chances of identifying qualified job applicants.

In their review of e-recruitment and its benefits [14] expressed that the main success factors of “E-Recruitment” are the value-added services provided by the job sites, cost effectiveness, speed, providence of customized solutions, helping to establish relationships with HR managers and facilitation of brand building of the companies. According to them, management of human resource in an organization cannot work smoothly if it’s not electronically adopted properly. Making use of an online recruitment system can radically save the employer time and usually applicants could be rated, as HR officials can independently review E-Candidates. The availability of numerous online offerings that are ready for use, helps to reach larger number of people and can get immediate feedback has become the major source of potential job candidates. The use of these online offerings helps organizations to be equipped with competent staff. Online recruitment methods have proven to be an important part of the recruitment strategy. It can be used to keep track and maintain candidate applications, mostly among larger organizations. “E-Recruitment” has provided some remarkable benefits in terms of cost and efficiency. In his conclusion discussion he pointed out that continuous improvement in considering the technological issues related to “E-Recruitment” is highly recommended [14].

The usefulness of the provisions of recruiting platforms is ever increasing and is evidently adding to economic development. While some argue that the use of these systems should not completely override the traditional methods and techniques, it is of my opinion that the provisions of web-based recruiting management platforms have not been completely and efficiently utilized yet.

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