SWOT ANALYSIS OF E-RECRUITMENT IN HOSPITALITY SECTOR

# ABSTRACT

E- recruitment also known as online recruitment is widely used by the HR in the hotel industry. The main purpose is to reduce cost, maximize utilization of human capital and ease in recruitment process. There is various e- recruitment techniques adopted by various Human Resource managers for e.g.

Naukri.com, monster.com and various interviewing technique such as Skype, video calling are just a few in the list. The study is aimed to analyze the various e-recruitment techniques used for various levels in management and its impact on the recruitment process of hotels.The findings of the study suggest that , E- recruitment is a boon to the hotel industry there are several benefits to the HR managers practicing it, to apply online, a wide market i.e. national and international borders, cost saving, time saving and reduced administrative work can be stated as a few findings of the paper**.**

# INTRODUCTION

The Internet will help achieve ‘friction free capitalism’ by putting buyers & sellers in direct contact and providing more information to both each other”- **Bill Gates.**

Today’s world is technology based world and we can feel its presence in each sphere of our lives. Conception of internet has changed our lives tremendously and it has also changed the perception of people towards their work **(Bhupendra & Swati, 2015).**

Now whole world is just a click away from us and we can connect with individuals from all over the world. Today acquiring and retaining the employees is the biggest challenge and internet has proved to be a boon to recruitment process. E- recruitment is a new technologic means for selecting one of the companies most crucial resources, i.e human resource. This technological innovation improves the process of recruiting knowledge sources by using the internet. it allows businesses to make cost savings, update job offers and status at any time, to shorten the recruitment cycle time, to identify and select the best knowledge potential out of a wider range of candidates and gives the company an opportunity to improve its image and profile.

# MEANING,ORIGIN AND PROCESS OF E- RECRUITMENT

The term e-Recruitment means 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 activities like analyzing job requirements, attracting candidates, screening applicants, hiring and welcoming the new employee to the organization. E- Recruitment is the practice of using web-based resources for tasks involved with searching, attracting, assessing, interviewing and hiring new employees. ***Armstrong (2009)*** defines e- recruitment as a process that uses the internet to advertise or post vacancies, provide information about the jobs and the organization and enable e-mail communication to take place between employers and candidates. The function of e- recruitment is to make the processes more productive as well as less expensive. Online recruitment can attract a larger pool of potential employees and smoothens the selection process**.**

***The fundamental of e- Recruitment are as follows:***

**Tracking:** Helpful in tracking the status of candidate with respect to the jobs applied by him/her.

**Employer’s Website:** Provides details of job opportunities and data collection for same.

**Job Portals:** Like career Age, Indeed, Monster, times job, etc these carry job advertisements from employers and agencies. **Online Testing**: Evaluation of candidates over internet based on various job profiles to judge them on various factors.

**Social Networking**: Sites like google, twitter, facebook, linked in, etc helps in building networking and finding career opportunities.

E- Recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s.A new global trend was started in U.S. when Jeff Taylor Launched Monster. Com with 20 clients and 200 job openings in 1994. Today more than three-fourth of the fortune 500 companies use online recruiting and also now people use mobile application for uploading resumes and searching jobs on portals. E- Recruitment can be done through company website, social sites and online job portals. There are large number of online job portals like indeed.com, careerjet.com, freshersworld.com,Naukri.com,Timesjob.com, monster.com, jobsahead.com, clickjobs, etc. social networking sites like linkedin, facebook, twitter, google also plays a major role in online recruitment. Online portals have played a crucial role in providing companies with the best application with required qualification to be filled at the right place in the organization. E- Recruitment has proved to be a very convenient mode for both company and job seekers as both can upload the necessary

details required and can find a suitable opportunity there.Now taking the next steps in incorporating the internet into the next steps of their recruitment process: screening suitable candidates can take up a lot of time and resources, even more so when more applicants respond. Software is now available for screening of applications. Online attitude and aptitude tests are becoming more popular as a means of selecting the right candidates. Video conference has also emerged thereby allowing interviews to be conducted online**,** while job offer and acceptance are being conducted online with e-signing allowing applicants to accept and confirm offer online. In many organizations and hospitality sector, online processes have been added to the conduct of induction, a process which is called e-on-boarding.

# IMPACT OF TECHNOLOGY IN HUMAN RESOURCE MANAGEMENT IN HOSPITALITY SECTOR

With the advancement of technology,HR also transforming. HR in the Hospitality industry is trying to evolve into a more technology-based profession because the industry needs to: Simplify HR operations and decrease administrative encumbrances. Bring down the costs of HR management and compliance. Compete for global talent more efficiently.

Enhance employees’ and managers’ service and data access.Provide real-time metricsso that decision-makers can

detect the trends and manage the employee with more efficiency. Make HR transformable so that it can play the role more strategically in the global hospitality market.The way HR personnel is changing the dimension of their work in the same way web technologies are changing according to the need of HR personnel continuously and because of that human resources have been the most current participant in web development known as electronic, human resources in short e- HR. The term R-HR has become very popular globally to the HR departments. Though the meaning of “e” refers to electrical this is one of many, it also means ‘enabling’, ‘empowering’, and‘extending’ the HR function. Human Resources Information System (HRIS) is the result of E-HR which is using by the human resource department of many industries including the hospitality industry for keeping employee records, any kind employees’ compliance, making HR strategy, operation the operation efficiently. HRIS system is a very user-friendly software which is separated into a different functional area such as Applicant Tracking System (ATS), Payroll, Benefits, Time & Attendance, Training,Performance management, Succession planning, Employee self-service, Reporting & Analytics.

* 1. **REQUIRED SKILL FOR THE HOSPITALITY INDUSTRY** Adequately performing human resources in hospitality management requires acquiring a few specific skills which are described below;

**Computer skill:** When the recruitment process of fresh graduates held, they need to show their computer skills. They need to aware of some basic knowledge regarding computers before joining the hospitality industry,such as general knowledge regarding some hardware, operating particular software like spreadsheets, word processing, database software, etc.

**Critically thinking, Problem solving and Decision-making skill:** One has to be logical, sensible,and realistic in his thought in decision making, addressing, and solving problems; they need to understand correctly why things work the way they do and what are the key criteria to necessitate improvements and changes.

**Leadership skill:** Leadership skill is what a good leader needs to have for operating the operation smoothly and obtaining the organizational goal. The newly recruited employee should have the leadership skill that will be implemented for effectively managing, directing, controlling, and guiding the concerned department.

**Presentation skill:** The newly recruited employee needs to have the presentation skill for working in the hospitality industry, they need to be presentable, attire should be good enough, the dress should be clean, hair should be tidy, and their speech should be pleasant, fluent and clear, as well as professionalism and courteousness, should be present in their speech.

**Independence and Initiative:** Independence and Initiative refer to do any given task without the continuous supervision of the superior. When a job is handed to the individual with the proper guidance by his supervisor, then he needs to complete that job with the constant observation of his supervisor.

**Effective Communication skill:** Every section of the hospitality industry work together for a smooth operation, and they maintain the vice-versa relation where effective communication is badly needed. Communication is one of the most important skills in the hospitality industry that a newly recruited employee should have.

# REVIEW OF LITERATURE

* **Minton-Eversole (2007)** claiming that e -recruitment is the fast-growing method of recruiting workers, given the fact that more and more individuals publish their online summaries in search of a better future.
* **Hadass (2004)** in his research on the effect of internet recruiting on the matching of workers and HR managers developed a model of recruitment in which job searchers have private information about their condition for different jobs and firms possess deficient screening technologies. He decided that firms may adopt e- recruitment policies because of the direct reduction in

recruiting costs and because of competition among HR managers for skilled hires.

* **Reeve, Highhouse and Brooks (2006)** investigated how affective reactions of job searchers affect overall evaluation of organizational appeal and organizational image.
* **Borck (2000**) added that e-recruitment need to be used in combination with other techniques and it should not replace traditional recruiting but must be implemented together.
* **Thompson, Braddy, & Wuensch( 2008)** E-recruitment also appears as a powerful tool for promoting and strengthening hospitality image, brand and reputation**.**
* **Sareen and Subramanian (2012)** the practices of e-HRM help to improve employee qualify and competences reduce costs of staffing.
* **Choochote and Chochiang (2015)** e-human resource management implementations that help the hotel industry to improve their reputation and achieve a competitive advantage.
* **Marler and Parry (2016)** the hospitality seeks to use the new application of information technology to remain in the competitiveness.
* **Shahila and Vijaylakshmi (2013)** compared the traditional recruitment process with e-recruitment and also discussed the advantages and disadvantages of e-recruitment. The outcome of the study reflected that adoption of e- recruitment was not just technology; it was about the recruitment system being able to attract the right candidate for the right job on the basis of the selection criteria. It is about developing the capability of HR to facilitate end-to end process, similar to the supply chain.
* **Tyagi (2012)** study found that automating the recruitment processes helps hotels in implementing the best practices of recruitment and hiring the best talent available in the market**.**
* **Ahlawat and Sangeeta (2016)** explored the different sources of e-recruitment in the organization like ease of use for the organization, increasing the speed to hire, keeping ahead of competitors, cost savings, to ease of use for candidate, to provide large candidate pool. This study was a set of comprehensive overviews of e-recruitment, also to see the benefits and challenges of using e- recruitment technologies. The organization could use internet based system to track and manage candidate’s application, that provide significant benefits in the term of

efficiency, cost and capability to monitor on recruitment activities.

# OBJECTIVES OF THE STUDY

* + To identify the various e-resources available to assist the recruitment.
  + To explore the advantages and disadvatages of e

-recruitment.

* + To check the efficacy of e-recruitment in hospitality sector.

# RESEARCH METHODLOGY

For the research,primary and secondary sources of data will be used.Primary sources of data will be collected through the questionnaire and survey.The secondary sources of data will be collected through the internet search,past research books,articles.

This research paper aims to identify the swot analysis of e- recruitment and explore the various aspects of e-recruitment in hospitality industry.Quantitative method will be used during making of research paper by survey and making quesstionnaire on relevant question related to the research topic.