A Study on the Effectiveness of E-Recrutiment

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ABSTRACT

E-Recruitment is the current trend in the recruitment process and it has been adopted by many large and small organizations as the role of human Resource manager . The recruitment process is changing, with line managers becoming more involved in dealing with specific job openings and human resource manager taking on a more coordinating and strategic role. Increased use of e-recruitment methods and systems is helping to facilitate this trend by eliminating much of the routine administrative work involved in recruiting and allowing human resource manager to more easily monitor and track recruitment related activities. E-Recruitment has great potential to any organization as it's up to date recruiting method provides current information; open up geographical borders searching for talents and is time . The study reveals that the use of e-recruitment have made easy for the job applicants to search and find an appropriate job that meets their expectations. Further it also reveals that the most important attribute encouraging job applicant to apply on-line is a strong organizational culture which allows potential applicants to assess their fit with companies' culture and good reputation.

Keywords: E-recruitment, job portals, organizational culture, database management, job aspirants.

INTRODUCTION

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job. E-recruitment is a cost-effective online recruitment. It is useful when there is sudden shortage of skilled manpower and also if the company bags a new contract and if it wants job seekers with specific skill set, mindset and tool set then e-recruitment is the only solution. In particular, E Recruitment is the mantra for successful recruitment in this global technology world. Definition of E- Recruitment:

According to Edwin B. Flippo (1979) "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization".

OBJECTIVES:

☐ Over viewing the concept of e-recruitment
☐ Understand the benefits of hiring through social networking Sites.
☐ Examine the effect of e-recruitment in providing a wider choice of talent.
☐ Making the recruiting processes more efficient and less expensive Information Technology and HRM:

The rapid availability of complete information can result in savings in expenses. Therefore, all functional areas should be inter-linked so that data entered into the system from any of these points may be accessible and used by all concerned.

- To increase organizational efficiency
- To provide useful, accurate, complete and timely information to meet the requirements and needs of HR Department;
- To improve managerial effectiveness
- To improve and ensure high quality of service at a reasonable cost;
- To reduce clerical and manual workload.

E-Recruitment Revolution:

The internet first emerged as a recruiting tool in the mid-1990s and was hailed by the popular media as the driver behind a "recruiting revolution" due to the benefits it could bring to recruit. It was predicted that the recruitment industries' "future is on the net" and that the internet had brought radical change to corporate recruiting. The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web-based tools to assist the recruitment process.

HRIS and E-Recruitment:

Human Resource Information System (HRIS) is one of the most important Management Information Systems. It contributes to the administrative activities related to human resources of an organization. HRIS provides vital information on how many people work for and with a concern, where they are and what do they do so that one can manage them. He stated that HRIS is used as a computer system that acquires stores, manipulates, Analyses, retrieves, and distributes the information regarding human resources.
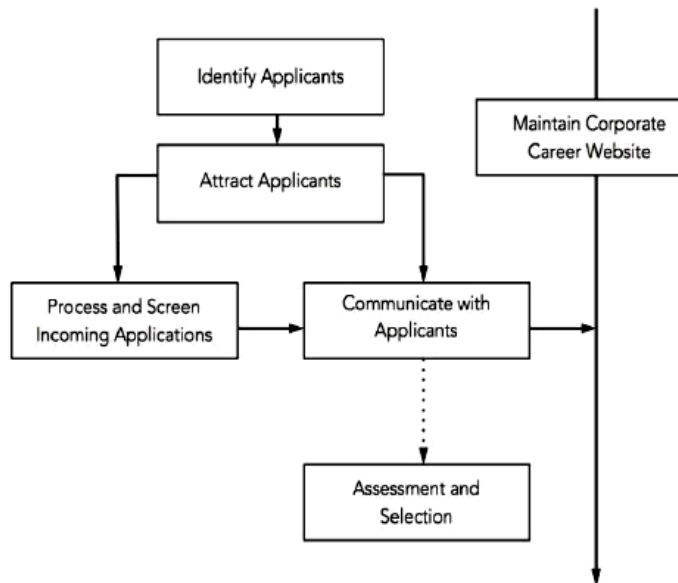
Importance of E-recruitment:

- Reduced time-to-hire
- Reduce cost-of-hire
- Wider reach for employers
- Wider reach for candidates
- State-of-the art filtration tools
- Branding opportunity for employers
- Allow for confidentiality
- Allow for pro activity
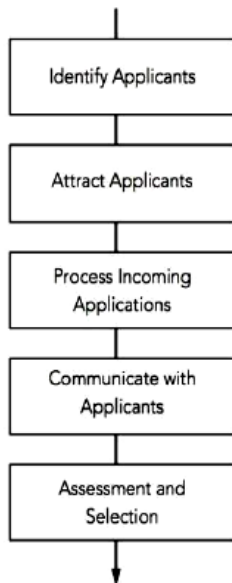
KINDS OF E-RECRUITMENT

E- Recruitment is the well-articulated technique for effective utilization of internet technology to improve efficiency as well as effectiveness of the recruitment process.

Major two kinds of E-recruitment involve,

- Use of job portals
- Online career option in the organization's web site I. Use of Job Portals:

Here are a few tips to ensure you get the most out of job portals for recruitment:
1. Recruitment budgets are limited and companies need to be able to spend their resources where they make the most sense. Find job boards that bring you the most qualified applicants, as investing in those will bring you a high return on investment.
2. A job portal doesn't guarantee that you'll get a job. It's simply a job application tool that allows you to apply for jobs and connect with potential employers. Research job portals carefully before you agree to pay fees to use their job-hunting and job-application services.

II.Online Career Option in The Organization's Web Site:

The E-recruitment is online career option huge companies have started adopting this option. Website will have a separate can apply online only for the job and they will be called at the time of respective requirement in future. This method is also very useful to save the time as well as resources of the organization. Many companies like, Sun Pharma, GlaxoSmithKline, BAN labs ltd, Kotak Mahindra Bank, etc. are using online career option in their websites.

Advantages of E-Recruitment are:
⇒ • Lower costs to the organization. Also, posting jobs online is cheaper than advertising in the newspapers.
⇒ • No intermediaries.
⇒ • Reduction in the time for recruitment (over 65 percent of the hiring time).
⇒ • Facilitates the recruitment of right type of people with the required skills.
⇒ • Improved efficiency of recruitment process
⇒ • Gives a 24 X 7 access to an online collection of resumes
⇒ • Online recruitment helps the organizations to weed out the unqualified candidates in an automated way.
⇒ Disadvantages of E-Recruitment:
⇒ Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages. Some of them are:
⇒ • Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time-consuming exercise for organizations
⇒ • There is low Internet penetration, no access and lack of awareness of internet in many locations across India.
⇒ • Organizations cannot depend solely on the online recruitment methods.
⇒ • In India, the employers and the employees still prefer a face-to-face interaction rather than sending e-mails.
⇒ High volume of response

CONCLUSION
E-Recruitment is becoming one of the important tools for selecting a required pool of human resource. Although this method has few disadvantages but it is completely relevant and applicable in today's modern world. In spite of the huge amount of research available in the field e-recruiting, there are still many possibilities to proceed accepting of e-recruiting research & apply.
Mainly the recruiter perspective and research regarding the influence of e-recruiting on the overall recruitment process established slight consideration.

WEBSITES
• https://www.bloomberg.com/profile/company/8155926Z:IN
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