

E –RECRUITMENT AND ITS IMPACT UPON ON JOB SEEKERS: A CONTEMPORARY APPROACH.

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ABSTRACT

The rapid growth and use of the Internet over the last several years has changed the way companies conduct of business activities, including the activities of human resource management. To attract and recruit good employees is one of the great challenges for Human Resource Department. Today online recruiting has become a significant tool for Human Resource Department. Online recruitment is effective in terms of saving the cost of recruitment and selection. Multinational companies also can recruit with their websites, job boards or resume banks, newspaper classified ads, and job boards. It also discusses the concept of e-recruitment from the perspective of job seekers. Online recruiting processes, increase the firms' competitive advantage through increased efficiency and lower costs and offers benefits and opportunities to job seekers. The study implies that the developers of online job sites need to provide additional useful functionalities or tools on the sites to help users for job search. The paper provides an insight for job seekers to find employment by using the Internet as a job search tool. The major findings emerging out of this study is that job seekers are also getting benefited with the internet era, and start searching the jobs on the internet.

Keywords: *E-recruitment, Job seekers, Internet*

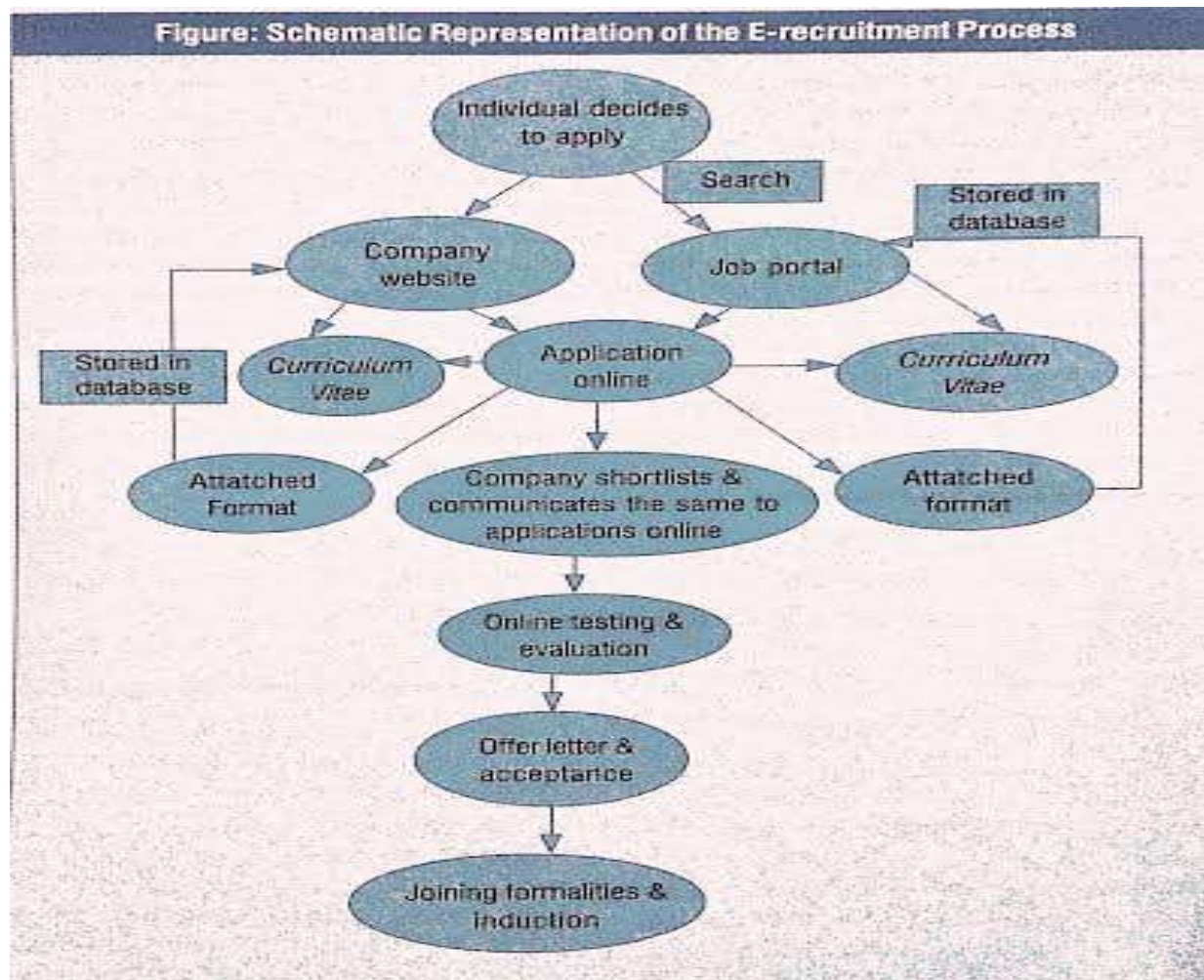
INTRODUCTION

A significant increase can be observed in the use of the internet in every sector to recruit manpower. Every sector, every job, every function, was, is or will be affected by Internet. Thus, every organization (public or private) depends on the effective use of its available resources in order to achieve its objectives. The internet is a vital part of every organization. In modern days, most of the organizations use internet for recruiting potential candidates. The practice of using technology and in particular Web-based resources for the tasks involved with finding, attracting and hiring new personnel is called e recruitment. E-Recruitment is involving the information technology for hiring the employees to reach the masses and to save time. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. There was a difference between the paper-based and the electronic-based recruitment process. Electronic-based recruitment process began with few electronic tools for line managers to start the recruitment process. It is a fundamental business process, is the removal of complex and unnecessary paper works.

Today's People used to spend hours on internet either for their work or entertainment. With the advent of new technology people used a wide range of internet for everything like online shopping; online banking transactions, etc. because it is very cost effective and save time & energy both. These people can be job seekers too. With the internet, job seekers and employers become closer. This increasing use of online recruiting and hiring as a business

tool has not only changed the way companies recruit employees and how job seekers search for jobs, it has also impacted both parties involved. E-recruitment extinguish geographical boundaries so that job seekers can search for the jobs around the whole of the India. Connecting the job seeker and the employer become easy, fast and cost effective. They prefer e- recruitment process rather that visit every individual organization for sending resume. As we said that internet is cost effective and save time. Job seekers take benefit of these characteristics of the internet. E-recruitment has been adopted at global level also. This research paper evaluates the impact of e -recruitment on the job seekers.

MODEL OF E-RECRUITMENT PROCESS:



Source: Shefali goyal (2008) in HRM review ,pp 66-70

REVIEW OF LITERATURE

Helen Verhoeven and Sue Williams (2008), studied the Internet recruitment and selection in the United Kingdom. In this discusses the advantages and disadvantages of Internet recruitment and selection as identified in literature and considers those against the views of employers in the United Kingdom.

Pavitra Dhamija (2012), studied that E-Recruitment refers to posting vacancies on the corporate website or on an online recruitment vendors' website. It allows applicants to send their resumes electronically through an email or in

some other electronic format. The e-recruitment methods and systems have helped to reduce much of the routine administrative tasks involved in recruitment.

Naveed r. Khan, marine Awang, Arsalan Mujahid ghouri (2013), studied the significance of e-recruitment in the forums.. This study examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job. Data was collected from 257 respondents and analyzed in relation to the research objectives. The findings of the study showed that internet is the most preferred source to search the job among other recruitment sources. Furthermore, it is also suggested that the effectiveness of e-recruitment depends upon the placement of advertisement and salary is the most influential motivator to find interest in the job applied. Lastly, statistics of the study found that the Recruitment sources and applicant's perceptions of a job significantly influence the intention to pursue the position applied by the job seeker.

Mary Grace G. Ventura and Rex P. Bringula (2013), analyzed that Online recruitment is set to change the way in which companies recruit their workers. Online recruitment, as a fundamental business process, is the removal of complex and unnecessary paper works, and the introduction of streamlined workflow systems, reliable database applications, and efficient communication channels between job seekers and managers. "At a relatively low cost, the Internet offers employers and job searchers access to detailed and up-to-date information about job searchers and job vacancies in different locations around the world"

Dr. Ankita Jain, Ankita Goyal (2014), studied that E-HRM is a progression in which all the HR plans, policies and practices are undertaken through an internet medium. E-Recruitment is an internet medium through which job seekers can apply for vacancies online. Here the job seekers can attach their curriculum vitae and application form and the recruiters can get the detail of the candidates. Online recruitment helps the organization to make a cut on cost and time taken to choose candidates.

PROBLEM FORMULATION

This research paper discusses about the concept of e-recruitment and the main purpose of this particular research to know about the general impacts of e-recruitment special in the context of job seekers. So the main questions arrive as follows below.

- Q 1.What is the concept of e-recruitment?
- Q2.What types of hiring procedure attract the job seekers?
- Q3.What is the significance of e-recruitment?
- Q4.How e-recruitment system help to find cost effective?

RESEARCH METHODOLOGY

This paper is based upon Descriptive research technique. I collected the data on the basis of observation method, interview and questionnaire. Theoretically, e-recruitment process should be important to study the benefits of e-recruitment of job seekers.

SAMPLE SIZE : The Sample was most studies of e recruitment for job seekers was chosen by convenience & students of post graduated who were the applicants for jobs/internship. The size of the sample was 100 respondents.

SAMPLING TECHNIQUE: Convenient sampling technique.

DATA COLLECTION: Primary data was collected with the help of questionnaire and secondary data was collected from internet, journals & magazines etc.

DATA ANALYSIS

All the data collected for the research was analysed by frequency distribution technique and various factors of e recruitment were gathered for further references.

- Best source of recruitment

Particulars	Number of respondents	Percentage
Job boards	40	40%
Recruitment agencies	10	10%
Career websites	30	30%
Software	10	10%
Internships	10	10%
Total	100	100%

- Online Recruitment provide Opportunity

Particulars	Number of respondents	Percentage
Strongly agree	35	35%
Agree	30	30%
No comments	10	30%
Disagree	15	10%
Strongly disagree	10	10%
Total	100	100%

- Newspaper provide Opportunity for job

Particulars	no. of respondents	percentage
Strongly agree	10	10%
Agree	15	15%
No comments	20	20%
Disagree	25	25%
Strongly disagree	30	30%
Total	100	100%

- Where did you see the vacancy advertised?

Particulars	Number of respondents	Percentage
Job portals	45	45%
Career websites	40	40%
Newspapers	15	15%
Total	100	100%

- Primary drivers behind the decision to pursue e-recruitment

Particulars	Number of respondents	Percentage
Better tool for finding suitable job	20	20%
Cost	20	20%

Time taken search a job	30	30%
Volume of Job Openings	15	15%
Wide reach	15	15%
Total	100	100%

INTERPRETATION OF DATA

From the above data analysis, we can interpret that 40% respondents feels that job boards are best source of recruitment, 65% respondents agrees that online recruitment provide more opportunity for job seekers and 85% respondents access job portals & career websites for searching the jobs. Thus, Maximum respondents feel that online sources for job search are better tools to be used rather than traditional ways for job search.

CONCLUSION

Job seekers can find the advertisement easily on websites, job boards & portals. It is a time saving & cost effective method for job seekers. Some job portals offer resume building facilities also so that job seekers can get advantage of this. In conclusion we can say that the internet has been accepted as a most convenient & better tool to find the jobs.

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