Recruitment Application Processing using Salesforce

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Abstract

This project Recruitment Application Processing is a system in which HR can automate the hiring of human resources, applicant can also register themselves online, view organization requirements and apply for suitable job. Recruitment Application provides online help to users to all over the world. This kind of application can plays an important role in simplifying the recruitment process. The system has facilities where prospective candidates can upload their CV'S and academic achievements. Earlier recruitment was done manually and it was all at a time consuming work. Now it is possible in a fraction of second. The system will design   to do a whole lot more than just reduce paperwork. It can make a significant contribution to company's marketing and sales activities. Recruitment Application make possible for managers to access information that is crucial to managing their staff, which they can use for human resources management, staffing and planning activities. The primary purpose to develop this system is to optimize the recruitment process for an organization. Besides, the qualified applicants could be sort by this application based on their qualifications and company requirements.

Key Words: Recruitment, Job Advertising, Resume Review, Hiring Process.

1.INTRODUCTION

Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower inadequate numbers to facilitate effective selection of efficient personnel. From the posting of a new position through the interviews aimed at filling it,Recruiting lets you track your company's job postings on employment websites and evaluate job applications. It
gives you a single location from which to manage the scheduling of interviews, and you'll be able to easily see what kind of progress you're making toward filling a particular position. Recruiting gives hiring managers and recruiters at small to medium-sized companies one place they can go to monitor the candidate pipeline and see listings of positions and candidates. By deploying it, your company can extend its salesforce.com solution to
gather measurable data to better target its recruiting efforts.
Cloud recruiting has fundamentally changed the way recruitment operates. Availability of cloud-based recruitment software solutions has significantly increased productivity and diminished administrative costs of businesses of all sizes. A cloud recruitment software can be accessed anywhere through any device, which gives a lot of flexibility to recruiters and hiring managers alike. In other words, with a cloud-based recruitment software, you can always stay on top of your game. With low

capital investment, even a smaller business can streamline and automate their hiring processes. An applicant tracking software takes away the hassle of tracking scattered recruitment data. You can centralize your resume database candidate communication and reports in one single unified platform. Save time, increase visibility and reduce costs through a cloud-based recruitment software.

2. RELATED WORK

Recruiting is considered a complex process as both recruiters and candidates are highly complex individuals who act in numerous different patterns [19]. The virtual presence of professionals and networking among professionals has created the foundation for organizations to leverage social media based recruitment over traditional methods. Therefore, with wider usability and accessibility of major social media sites such as Facebook, Twitter, LinkedIn and YouTube, social networking has become more powerful and more attractive and it has lead social networking into new levels of applications. Thus, it has become the norm for organizations to seek information from social media sites to study candidate profiles.

Social recruiting is defined by Meister and Willyerd [16]
as a practice that leverages social and professional networks, both online and offline, from both a candidate's perspective and the hiring side to connect, communicate with, engage, inform, and attract future talent. Professional networking sites enable individuals to track and publish their career paths, skills and experiences in a more accessible way. Unlike traditional resumes, a profile listed in a professional social networking site can be verified effectively and easily. Social media sites enable the traditional referencing mechanism into digital means and it has become an easier approach to appraise individuals. However, candidates and recruiters should also be aware of the leniency bias of online recommendations [4].

Online recruiting methods offer various benefits to HR
professionals over traditional methods. It is generally accepted that traditional recruiting methods consume longer processing time and higher hiring costs compared to newer
online methods. Studies done by Chapman and Webster have shown online methods provide cost effectiveness, process efficiency, access to wider audience, quicker response time, ease of use, access to specialized skills, company reputation enhancement, and attraction of passive candidates compared to traditional methods as stated . In spite of the advantages offered by online methods, it also offers set of isadvantages such as potential for greater amount of low quality
information [5, 8, 20], overload of resumes etc. Digital identity is another challenge in using online recruiting methods.

It is harder to build a level of trust with a candidate only
by interacting with that person online. Therefore, level of
personal touch is another concern that creates a challenge in getting candidates of person-fit-organization. Thus, the decision for an organization to adopt e-recruiting is primarily evaluated based on these factors.

The major metrics used for measuring e-recruiting performance by leading companies in terms of efficiency and effectiveness are categorized by Munger [18] into three levels; strategic, operational and functional. Strategic level metrics include number of online applicants, ratio of qualified applicants, aggregate profile of online applicants, time to hire, quality of online job information, satisfaction level of job applicants and recruiters with the e-recruiting system, and number of passive job seekers. Operational metrics include efficiency of various phases of e-recruiting process, tool utilization rate, number of page views, click-through rate, timeto-access a company career website, time-to-search jobs, and quantity of online job information. Cost per hire, system acquisition cost, website operating expense, and cost savings in recruiting are considered as functional level metrics.

As These issues need to be considered in the development of an evaluation framework for using social media for recruitment. LinkedIn, which is a widely used social networking tool, was chosen as the recruitment tool for the case study of this research. As provided in its main site, the value proposition of LinkedIn includes: *Identity*, *Insights* and *Everywhere*. Some of the benefits HR professionals can gain using LinkedIn business solution are attracting both passive and active talent, advertising job positions, locating specialized skill, enhancing company brand and acquiring deeper information about candidates. However, some of the inherent limitations of an open platform like LinkedIn are its inability to validate information, privacy risks due to disclosure of personal data and partial control over connections [11, 20].

3. Cloud Computing Platforms

The platform in the cloud, is making the delivery of application functionality even more interesting. Increasingly, apps running in the cloud are more platform-oriented and less like websites, meaning they are emerging like Application Programming Interfaces (APIs), programming models and code libraries. Considered together, these new kinds of development technologies could be used as platforms to run apps in the cloud. The cloud computing platforms provide tools that allow developers to use functionalities that are existing and create something new out of it. As these platform tools are accessible over the Internet free of cost instead of any instalment on a local machine, the developers need not to worry about the logistics of putting together an executable to be installed on a user's machine. Anyone can access the app with a Web browser.
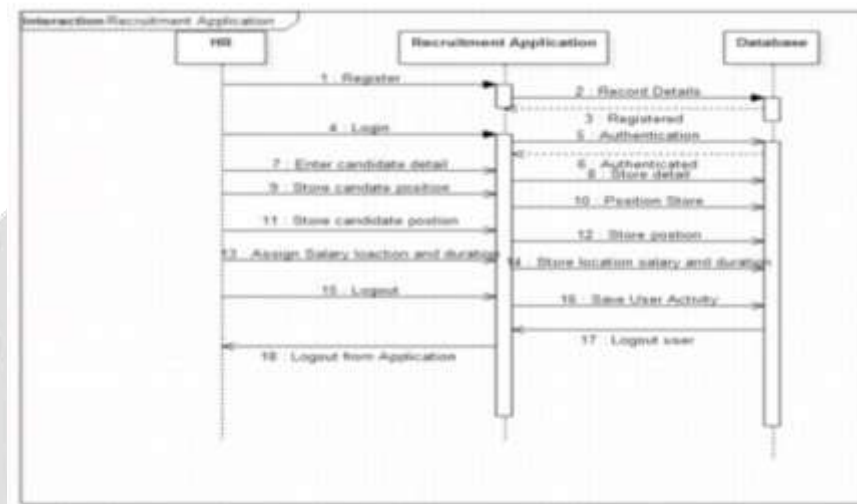

Fig -1 Sequence of Recruitment Application

2.1 CONSTRAINTS

2.1.1 Reliability Requirements

The main reliability requirement is the validation used. Without proper validation the system does not allow to enter the value into database. All the requirement validation controls are kept to keep the system secure.

- In the email id user cannot enter any dummy value, the validation checks that whether there is a '@' or '_' symbol in that.
- Any null value is not allowed in place of compulsory fields.
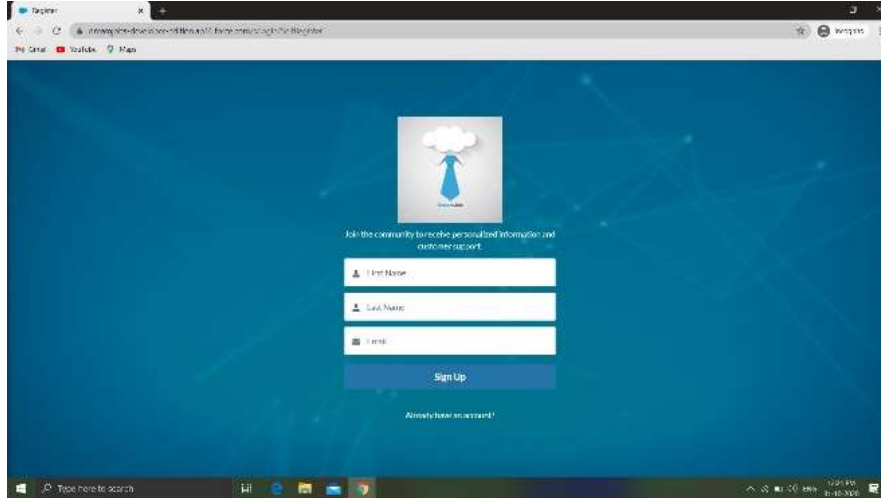- In numeric field user cannot enter any character value.

3. WORKING

Fig. Candidate Registration

Firstly, the candidates looking for the job will register to this app. With any job position available in company the HR will post it on the app. The candidate can search for appropriate jobs and upload their resumes. Based on the resumes first round of short-listing candidates will be done. The information of candidates in the resumes will be extracted through the system and will be checked if it fits in the criteria set by the company. This extraction of information from the resumes will be done using the workflow rules, validation rules and SOQL (Sales force Object Query Language). The candidates who satisfy the criteria are notified through automatic email-alerts. The candidates will be called for interview. Based on interview, final selection of candidates will be done and HR will display their results through the app. Based on their results reports will be generated and candidates can check their status, reviews of recruiters about them, etc. on the app. The Recruiting App will also have Google Map Integration which will help candidates find exact location of company and where the branches of company are located. It will also be useful to company through which they can find how many candidates are applying from which city, etc.

ADVANTAGES

1. 24-hour a day availability at reduced costs.
2. Ease of use on the web and measurable performances.
3. Accessibility to very large amounts of updated knowledge.

TECHNOLOGIES USED

Salesforce CRM

HARDWARE AND SOFTWARE   REQUIREMENTS

As this is a cloud based application so there is no need of sophisticated hardware. Only there is need of browser application and internet connection.
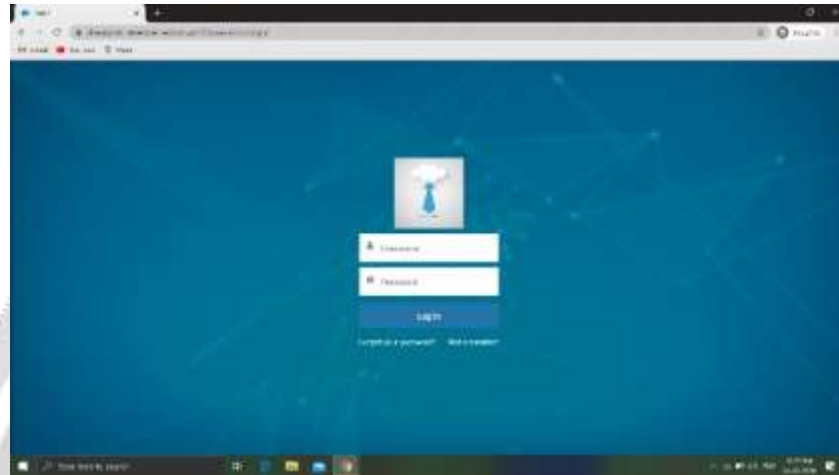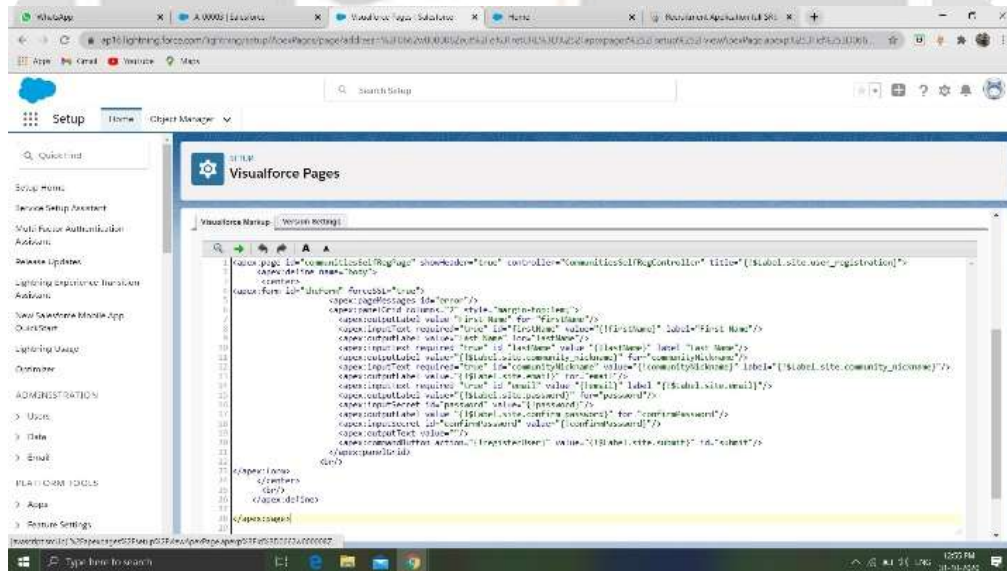
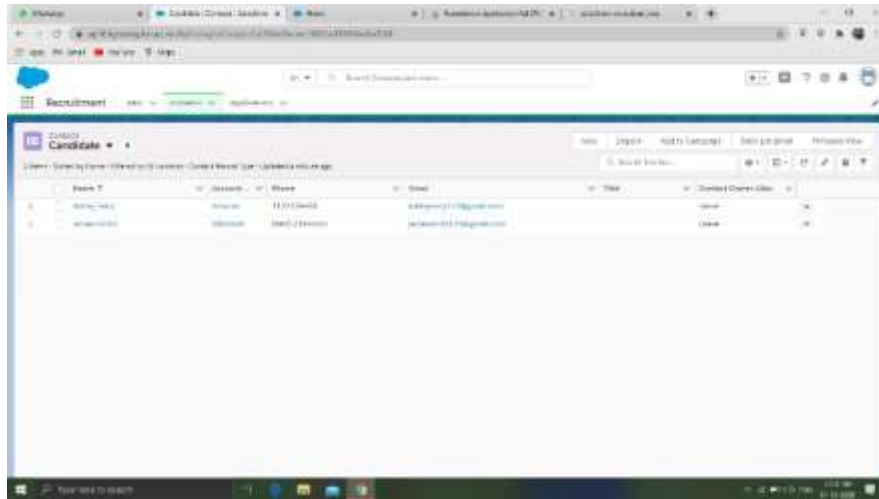**4. RESULT**

Fig. Login Page Coding

Fig. Candiate databas

CONCLUSIONS

This paper presents different concepts about cloud computing and its platforms which is a recent technology in present world. It is a development trend in near future. This technology provides us with an infinite capability of computing, huge memory, fast microprocessor, high-speed network, reliable system architecture etc. The paper also describes about the leading Force.com platform for creating and deploying next generation cloud apps and its benefits. Also tells about how using this platform and cloud technology proves beneficial for developing the Recruiting Application. This application aims at reducing manual efforts and time of the company by making the recruitment and hiring procedure automated and also proves useful to the candidates searching for jobs.

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