

E-Recruitment for Growth and Sustainability - Advancement in Recruitment

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Abstract: “The active recruitment of individuals with a higher skill level and knowledge base is stepping up.”-Hudson Riehle The new world, which we have already entered, is a world with fast changing technologies and these changes open up new opportunities for companies to communicate and work. Current challenges and changes in technology and the role of the Internet open up new opportunities for companies to communicate and work. The major trends impacting industries are globalization, technology, outsourcing and talent crunch. It is recognized as an urgent issue in today’s scenario. E-recruitment is a tool for many employers to search for job candidates and for applicants to look for job. “E-Recruitment” also known as “Online recruitment”, it is the use of technology or the web based tools to assist the recruitment processes. Previously a person applied for a job using the traditional method of sending a posted résumé which took days if not weeks to return with an answer. Today in the changing times it is the speed that counts, when employers want to fill the slots quickly, they prefer e- recruitment to traditional recruitment. The internet has caused the largest change to the recruitment landscape in the past decade. Technology has enabled and job seekers to become to become more interactive and to connect

globally 24 hours a day, 7days a week. This paper presents the ‘conventional’ method of recruiting; including views of different ‘new’ ways, with the focus on e-recruiting, its effectiveness and suggestions that the ‘old’ system used to recruit people is in need of an overhaul as well. E-recruitment therefore seems to be revolutionizing the way employers hire employees.

Keywords: *Globalization, Technology, Talent Crunch, Internet, conventional method of recruiting, computerization*

INTRODUCTION :

Competitive organizations of today have to attract and retain the best and outstanding employees to remain competitive in the market. The Internet allows organizations to reach a large number of candidates easily and efficiently. Although the World Wide Web is becoming the hot new recruiting tool, traditional methods, such as newspaper advertising, are not yet obsolete. Local newspapers are the preferred advertising medium for non management positions, and national newspapers are widely used to recruit managerial/professional candidates.

Over the last decade the Internet has had a terrific impact on modern life. One of the ways in which organizations are applying

internet technology and particularly World Wide Web (WWW) technology is a platform for recruiting applicants. In fact, the use of the Internet for e- recruitment has grown very rapidly in recent years. Technology has enabled corporate websites, suppliers and job seekers to become more sophisticated, interactive and to connect globally 24 hours a day, 7 days a week (24*7). The Internet has undoubtedly affected many aspects of our daily lives. It is changing the way we communicate, gather and disseminate information, conduct business, shop for goods and services, and manage our personal affairs. There is no facet of life that is unaffected as Internet penetration rates, defined as the ratio of the regular Internet users to the total population of the geographical area, have skyrocketed over the past decade.

A key element of human resource management is the recruitment of staff, as this function generates human capital that forms the foundation of the companies. The future success of the company is based on the success of human resource efforts, which evolves through the identification and attraction of quality new employees generated from the e-recruitment process.

The global economy is fast becoming a reality where organizations will need to find ways to become more productive, more efficient and more competitive. Firms should themselves prepare for the big global game and become more efficient and competitive to deliver high performance. A high performance business stats with a high performance workforce. Therefore organizations should focus on increasing their productivity, market share by ensuring that they have the right people, with the right skills in the right roles. An organization must have an effective e-recruitment policy and process to inform

candidates about the job openings and persuade them to apply for the available positions.

TRADITIONAL RECRUITMENT (NEWSPAPER RECRUITMENT)

Employers generally look for local candidates, at least at the beginning of a search and the newspaper provides that solution in spades. A company notifies the vacancies and applicants respond by posting the resumes. The company shortlists the applications and conducts interviews/tests at a specified location and day. The results are then intimated to the candidates. The time and effort spent on this process is too high. The traditional recruitment system takes more time as well as are very costly.

E- RECRUITMENT: THE RECENT TREND OF RECRUITMENT PRACTICES

There is no doubt that today online recruiting has overpowered traditional methods of recruitment. The HR professional is considered 'out of date', if he/she does not use E- Recruitment as this is clear indication of how much of change the HR industry has been because of IT.

Human resource management or managing "people" includes several activities. Today acquiring and retaining the employees is the biggest challenge. Thus staffing is a vital activity. Staffing facilitates the supply of employees. These employees are needed to fulfill the Organizational goals and objectives by their effective and efficient performance. E-Recruitment is a logical step in this staffing process. E-Recruitment is the process of creating huge pool of potential candidates. It attracts the prospective employees and stimulates them to apply for job. The function of it mainly concentrates

on two aspects. First is discovering the sources of manpower to match the job description and job specification. Another is to pull the application of potential candidates to make the selection process successful 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. Online recruitment and the use of new emerging technologies have many advantages for the modern recruiter. It makes the process of finding candidates and new business opportunities quicker, cheaper and more efficient. The internet has caused the largest change to the recruitment process in the past decade acting as a link between employers and job seekers. Technology has enabled corporate websites, suppliers and job seekers to become more sophisticated and interactive

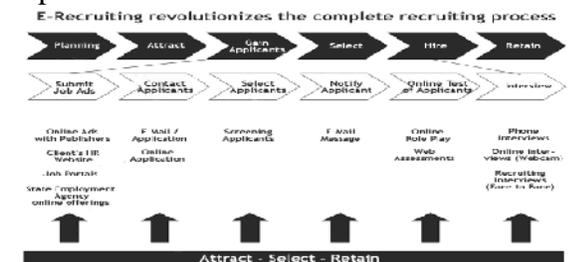


Fig: E-Recruitment hiring process

The Hiring Process means carrying out a full series of functions in addition to simple recruitment. It means making a choice and deciding if the company feels that any of the candidates meet the requirements of the specific job and, if so, hiring that person. The next step is closing the deal and having the new employee join the company and fit in within the existing company culture. This means that once the company’s hiring policies have been clearly defined, there is a process, which we call the “Hiring Process” that may be broken down into the stages:

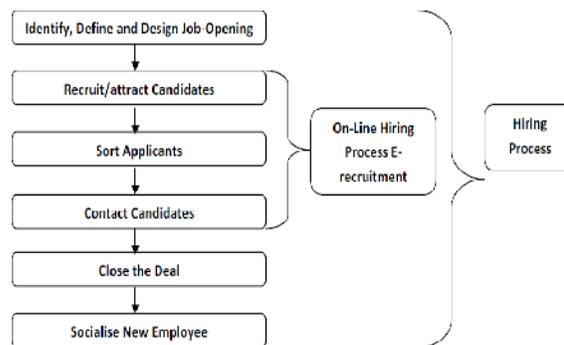


Fig: 2 Steps in E-Recruitment

E- RECRUITMENT METHODS

Methods of e-recruitment are many, among those the important ones are:

***Job boards:**

These are the places where the employers post jobs and search for candidates. Candidates become aware of the vacancies. One of the disadvantages is, it is generic in nature.

*** Employer web sites:**

These sites can be of the company owned sites, or a site developed by various employers. For an example, Directemployers.com is the first cooperative, employer-owned e-recruiting consortium formed by Direct Employers Association. It is a non profit organization formed by the executives from leading U.S corporations. Press release by Recruiters Network (February 20, 2003) showed the site has 98 members approximately 45 percent of which are Fortune 500 companies.

*** Professional websites:** These are for specific professions, skills and not general in nature. For an example, for HR jobs Human Resource Management sites to be visited like www.shrm.org. The professional

associations will have their own site or society.

COMMON PRACTICES IN E-RECRUITMENT :

The most common practices in e-recruitment are

- 1) Adding recruitment to existing organizational websites
- 2) Using special recruitment websites.
- 3) Developing interactive tools for processing application
- 4) Using software for online screening of application.

OBJECTIVES:

- 1) To study the importance of cost and resource savings through the e recruitment process.
2. To analyze the time required to hire/recruit the candidates, jobseekers is very quick and efficient through e recruitment method.

PURPOSE OF THE E-RECRUITMENT:

The internet has taken on an extremely important role in the E Recruitment world due to the fast, efficient, and cost effective nature of the advertising. E-Recruitment makes it easier to reach potential applicants and the speed at which positions are filled is greatly increased, resulting in less money dedicated to the hiring process for employers.

RESEARCH METHODOLOGY

It is the systematic process of collecting and analyzing information (data) in order to increase our understanding of the

phenomenon about which we are concerned or interested.

Data Collection Method:

Data has been collected through secondary data.

Primary Data: Interview, Questionnaire

Secondary Data: Web search, Document Review.

Q) How often visitors, students visit internet?

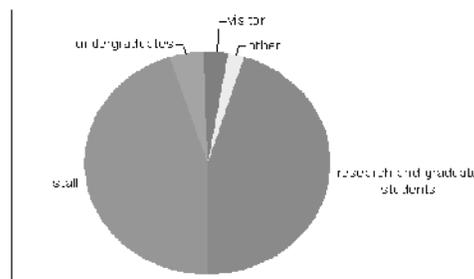


Fig1 Visitors visiting Internet

Analysis:

Around 40 % of the organization's staff visit internet daily

Around 40 % of the research and graduate students are visiting internet sites for job or for research work.

Visitors and others covers almost 10%, 5 resp.

Q) How was the overall experience while using these methods?



Fig 2: overall experience of using these methods

Analysis:

38.7% respondent said it is good and they are happy to use these methods.

Q) Within how many days /months you get a job by using job portals.

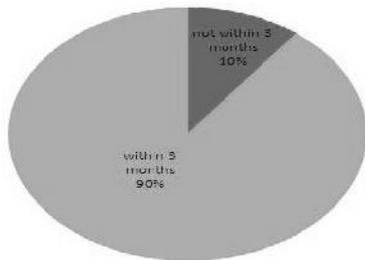
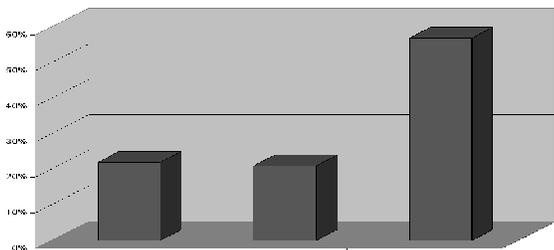


Fig 3: Days /months you get a job by using job portals

Analysis: 90% said within 3 months they get jobs through E- Recruitment, While 10% said it is difficult to get job through E- Recruitment

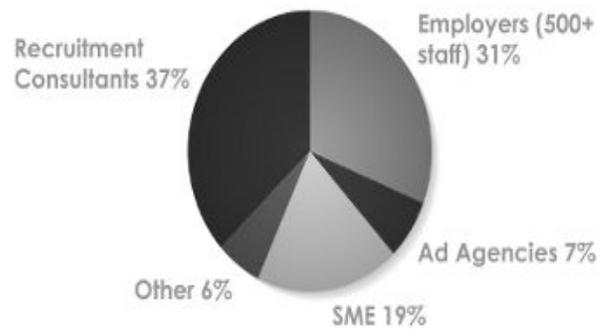
Q) People using social networking sites for recruitment purpose



Through analysis we can conclude that 22% have facebook account, 21% myspace.com, while 57% have both. Through the observation, we can conclude that more of the population is switching to internet for recruitment purpose

Q)Hiring process/recruitment activity is mainly carried by which of the following:

Consultants, Employers, Agencies, others etc.

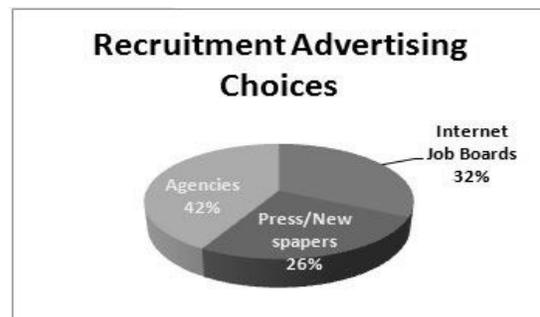


Analysis: 37% said recruitment takes place by recruitment consultant.

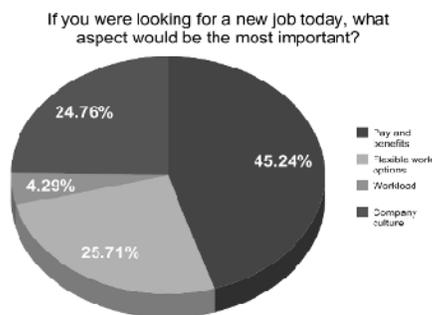
31% said recruitment takes place by employers staff.

Q) Choices for recruitment:

1) Agencies 2) Newspaper 3) Internet portals



Q) If you (jobseekers/students, professionals) are looking for the job which aspect would you consider the most.



From the above analysis we can conclude that all the objectives which were discussed above are fulfilled.

BENEFITS OF E- RECRUITMENT:

Conventional or manual or traditional recruitment takes a lot of time in recruiting the potential hires, However , the e-recruitment saves a lot of time .E – Recruitment bridges the gap between the employers and jobseekers. It provides wider scope , choice and opportunities for both, The cost is low, it saves time, money and energy. It provides round the clock services. It is win-win for both employers and employees

CHALLENGES ASSOCIATED WITH E-RECRUITMENT

E-recruitment is no passing fad, but it is no panacea either. It has a number of disadvantages, particularly in the Indian context. In spite of its wider accessibility and speedy delivery, applications that match your requirements are often hard to find. Since applying online is so easy, there is a glut of unsuitable candidates who apply for every post. As one recruiter puts it, 'recruiting online offers cost and time-savings but requires more screening'.

Another drawback of e-recruitment is the disclosure of information. The candidates profile and company details are available to public. The applicants do not want their

employer to know that they are looking for a change. Phone number, address information has lead to many security problems. Again the companies do not want their competitors always to know the current scenario.

CONCLUSION

An organization that must be able to meet competition and survive in a cutthroat business environment must have a core human resource that is powerful and rich in terms of talents and skills. This would only be possible if it can maintain leadership in its field in terms of employee recruitment. As discussed in the chapter , the importance of the efficiency of the selection process can be achieved through the utilization of e-recruitment. This would ensure that the reach for employees with talents and set of qualities and skills are fit for the organization's needs. Further, the e-recruitment process is the benchmark of the use of the internet, which the forward-looking companies are using. This would entail and ensure that the company will not be left behind on the usage of available tools in the market. It was also emphasized that the installation of a program for recruitment and hiring is important. It is not assumed though that in the utilization and implementation of e-recruitment does not mean avoiding the pre-works of the traditional recruitment process.

Truly, an asset of the organization must be fully utilized to be able to propel the company in greater heights especially during the challenging times. The people, as the most important asset of the organization, can be a source of productive ideas and innovation, which can yield to reaching business objectives.

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