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A STUDY ON IMPACT OF E- RECRUITMENT

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ABSTRACT

E-recruitment is the practice of using particular Web-based resources technology and technology for tasks that is involved with hiring, assessing, interviewing, finding and attracting new personnel. Today Internet is used as source of recruitment by many big and small organizations. Through the use of worldwide web, they advertise job vacancies. The job seekers send their curriculum vitae (CV) or applications using the Internet through an e-mail. Alternatively, worldwide web is used by job seekers to place their resumes or CVs, which can be drawn by potential employees depending upon their requirements. "A study on impact of E-Recruitment". This study was conducted at Youth Empowerment Foundation (YEF). Through this study the researcher wants to portray how the practice of E-Recruitment has made the process more effective. In this paper, there is also a discussion on the various importance, challenges of E-Recruitment and to portray the important role the technology plays in organization's functioning and overall development. This research also shows how e-recruitment has impact on the underlying tasks and subtasks, process and activities of recruitment. This research was conducted using a structured questionnaire which was distributed among the employees of Human resource department. The data collected was interpreted and analysed in the form of tables and graphs. Major conclusions drawn were that a planned and well-defined applicant tracking system (ATS) should be incorporated. Youth empowerment foundation should deliberately follow different types of strategies like social media, mobile job apps, Games, to ameliorate effectively and efficiently in E recruitment Process. And Youth empowerment foundation should constantly be aware of the changes and

develop appropriate strategies, so that it creates a positive impact on E-Recruitment process.

Key words*:* E-recruitment, strategies, technology

INTRODUCTION

E-recruitment is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Internet is used as a source of recruitment by many big and small organizations. They advertise job vacancies through worldwide web. Using the Internet, job applicants send their applications or curriculum vitae (CV) through an e-mail. Alternatively, job seekers place their CVs or resumes in worldwide web, which can be drawn by prospective employees depending upon their requirements.

Advantages of E- recruitment: -

- Presence of intermediaries is not there.
- Lower costs to the organization.
- Posting jobs online makes it cheaper than advertising in the newspaper.
- Helps in recruiting the right kind of people with the required skills.

Disadvantages of E- recruitment: -

- There is low Internet penetration and in many locations across India there is no access or lack of awareness of internet.
- It becomes problematic and time-consuming exercise for organizations to Screen and check the skill mapping and authenticity of millions of resumes.
- Organizations cannot depend totally and solely on the online methods of recruitment..

E- recruitment Methods

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

- Job boards: These are the places where the employers search for candidates and post jobs. Candidates become aware of the vacancies. One of the disadvantages is that it is generic in nature. Special skill candidate's to be searched by certain job boards
- Employer web sites: These can be a site developed by various employers, or company owned sites by various employers. For an example, Direct Employers Association

formed Directemployers.com which was the first cooperative, and is an employer-owned e-recruiting consortium. The executives from leading U.S corporations found this non-profit organization. Press release by Recruiters Network showed the site has 45 percent approximately 98 members of which are Fortune 500 companies.

- Professional websites: These are for specific skills, professions and not general in nature. For an example, Human Resource Management sites like www.shrm.org can be visited for HR jobs. The professional associations will have their own society or site.

LITERATURE REVIEW

According to Ekanayaka, E., & Gamage, P. P. (2019) Many firms rather than using conventional method of employee recruitment now use electronic recruitment (e-recruitment). Moreover, potential job candidates are more interested in applying and searching for job openings through internet. To effectively carry out e-recruitment to optimize the appropriate pool of applicants and to design an attractive job portal the findings of the study would be important to the firms.

According to Lewis, A., Thomas, B., & James, S. (2015) The objective of research is to study the importance of attracting Generation Y through the use of social networking sites and also to develop an understanding of the disadvantages and advantages of using social networking as an e-recruitment tool. This research aims to analyse the application of social networking as an e-recruitment tool within a Security Enterprise.

According to Melanthiou, Y., Pavlou, F., & Constantinou, E. (2015) The purpose of this article is to present an exploratory investigation on e-recruiting and the role of social network sites (hereafter SNSs) during the process. Particularly, the aim is to identify if companies attract and screen applicants using social media during their recruitment processes.

According to Narmadha.M., P., & Nagi, M. (2017) This is a conceptual paper to study about the usage of social media network sites in e recruitment, concept of E-Recruitment, forms of recruitment in organization and the disadvantages and advantages of e-recruitment.

According to Wright, J., & Atkinson, D. D. (2019) This paper is to study about artificial intelligence (AI) and the impact it is having within the recruitment industry. This research considered to know how AI is influencing employers and candidates throughout the initial stages of the recruitment process.

COMPANY PROFILE

Youth empowerment foundation was found in June 2017 by Mr. Rambabu Sharma is a non-profit organization. Inspired by his own life journey, the founder along with his team has laid a strong foundation to help the daily wage workers and to educate the underprivileged children of the society.

RESEARCH METHODOLOGY

Statement of the Problem:

The major concern of YEF is to understand the gap in hiring and selection process and the expected problem from hiring and selection process. This study is an attempt to analyse and examine the impact of strategies and methods of E- recruitment at YEF and to suggest if any alternative strategies are required.

Need to study the topic:

The success of the Organization is directly linked with hiring and selecting right candidate for the right job at the right place and to understand the end- to- end recruitment and selection process. The need of this study will be focused in understanding the E- recruitment and selection process impact on hiring the right skill for the required job.

Objectives of the research:

- To understand the process of E- recruitment at YEF.
- To diagnose the challenges in E- recruitment strategies used at YEF.
- To find out how the E-recruitment process have an impact on organization.
- To study the efficiency and performance of E-recruitment process in the organization
- To know the opinion of employees about E- recruitment process.

Type of Research:

In this project, Descriptive Research methodology is used. Descriptive research it is the process that involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

Sampling Techniques:

Stratified random sample is chosen for this project. Stratified Random Sample for this purpose the sample of the population is divided into smaller groups, called 'strata'. Random samples are to be taken from each group, or stratum.

Sample size, Sample description:

- Sampling Area- Area Selected for sampling is YEF.
- Sampling Size: The sample size considered for the study is 80 employees.

Research Instrument:

The research instrument used was a questionnaire. In this method the questionnaire is mailed to respective respondents who are expected to understand and read the questions and reply is written down in the space meant for the purpose in the questionnaire itself.

Actual Collection of Data:

- Primary data: This study includes collection of data through questionnaire that were given to the employees and interns of yef.
- Secondary data: Secondary data was obtained from internet searches, research articles and books.

Limitations of Study:

- Interaction with the employees was very limited because of their busy work schedule.
- The data was collected only on current working employees and not from employees who left the organization.

Data Analysis

Table-1: Demographic factor

Demographic factor	Category	Frequency	Percentage
Designation			
	Intern or an employee in his/her training period	47	58.75%
	Employee	33	41.25%
	Total	80	100%
Gender			
	Male	38	47.50%
	Female	42	52.50%
	Total	80	100%

Working period			
	1-3 months	47	58.75%
	less than 1 year	24	30%
	1- 2 years and more	9	11.25%
	Total	80	100%

Table-2: Showing E- recruiting as an effective way of recruitment than traditional method

Category	No. of respondents	Percentage
Yes	72	90%
No	8	10%
Total	80	100%

The above table depict that majority of the respondents agree that yes that e- recruiting is an effective way to gather quality of resumes than the old traditional method of gathering resumes, where e- recruiting gives a 24*7 access for both organization and candidates for posting the resumes and also for collection of resumes.

Table-3: Showing that Screening and Checking of resumes received online is problematic and time consuming

Category	No. of respondents	Percentage
Yes	60	75%
No	20	25%
Total	80	100%

The above table shows that majority of the of the respondents agree that screening and checking of resumes received online is a problem and time consuming

Table-4: Showing Employee's response on E- recruiting process followed in YEF

Category	No. of respondents	Percentage
Highly Satisfied	10	12.50%
Satisfied	26	32.50%
Neutral	39	48.75%
Dissatisfied	5	6.25%
Total	80	100%

This table shows that majority of the candidates answered Neutral with the current e-recruitment process being followed at youth empowerment foundation.

FINDINGS

- Majority of the respondents agree that e- recruiting is an effective way to gather quality of resumes than the old traditional method of gathering. The traditional methods of recruitment require far too much paperwork and time whereas using e-recruitment at YEF could be the solution to streamline the entire process. In fact, time and resources can be relocated for prioritizing the development of talent at YEF.

- Majority of the of candidates are extracted from Internshala. Which means that YEF uses one online job board basket to put all their recruitment eggs.

- Majority of the employees think that e- recruiting channels used by the organisation is not sufficient. E- recruiting channels are the major tool to recruit the right candidates for the right job so that YEF can be competitive and attract large number of applicants. Yef is not looking for other best recruitment channels

- Most of the of the respondents believe that screening and checking of resumes received online is a problem and time consuming and challenging as the time spent on screening resumes often takes up the largest portion of time-to-fill since most of the applications are unqualified, it is no wonder the majority of talent acquisition leaders still find the hardest part of recruitment is screening the right candidates from a large applicant pool.

- Majority of the respondents are not much satisfied with the current e-recruitment process being followed at youth empowerment foundation.

SUGGESTIONS AND RECOMMENDATIONS

- YEF should look into the current e- recruitment process and take feedback regarding the difficulties faced by employees and make necessary changes and if needed should train the employees for the same. E- recruiting strategies are technical in nature, YEF should update their employees with continuous training and development program in this changing digital world in honing their employee's skills.

- I also recommend that YEF should use other methods like video interview, Online pre-employment test, online web-based systems for interviewing (where the questions to be asked will be entered in the system and responses of candidates will be recorded), Panel interviews through online, sourcing candidates on social media and case interviews via e-mail.

- Screening and Checking of resumes received online is problematic and time consuming for the employees in YEF and hence I advise YEF to use resume screeners powered by artificial intelligence as they are part of an emerging category of recruitment technology called AI for recruiting. An intelligent resume screener applies the knowledge it learns about employees' experience, skills, and other qualifications to automatically screen, shortlist, and grade new candidates (e.g., A to C or Red, Yellow, and Green).

- YEF can use websites like Indeed which gives power to current employees and customers to report on their experience at YEF. This helps YEF with positive branding, receive twice as many applications.

- YEF should ensure that e-recruitment options (channels) are available on a variety of platforms, including mobile. Snap chat, skype are the trends that are developing across industries to hiring process, YEF should explore more avenues than telephonic in E-recruiting process, by adding new strategies.

CONCLUSION

E- recruitment should be incorporated into the overall recruitment strategies of the organization. A well-defined and planned applicant tracking system should be incorporated and YEF should deliberately follow different types of strategies like social media, mobile job apps, Games, to ameliorate effectively and efficiently in E recruitment Process. E-recruitment is affected by many internal and external factors, and it certainly changes fast. YEF should constantly be aware of the changes and develop appropriate strategies, so that it creates a positive impact on e-recruitment process.

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