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ROLE OF E-RECRUITMENT IN MODERN ERA

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Abstract

Recruitment is a procedure to find out the sources of work force to meet the necessity of staffing agenda and to employ productive estimate for attracting that manpower in sufficient numbers to facilitate systematic selection of competent worker. In mid-nineties, due to the progress of internet mechanization, numerous have notarized modification of the conventional recruitment method to online recruitment (Joyce, 2002). Many organisations have restorted to adopt advanced recruitment designs and integrating various recruitment method (Tong and Sivanand, 2005). Now, E-recruitment is the latest trend in making recruitment more attractive and is used by numerous large and small-scale organization. The effective utilisation of e-recruitment will exactly guide to an extreme change in traditional recruitment collectively (Parry et al., 2008).

Keywords: Recruitment, E-recruitment, Conventional /traditional recruitment.

Introduction

E-recruitment is a method of offering internet-based technology in which cloud-based recruitment software is used to make recruitment process more efficient and effective. Internet personate in India is growing day by day and still have immense possibilities. According to a study by NASSCOM “Jobs are among the top reasons why new users will come to the internet, beside email". Currently more than 18 million of resumes are still unsettled online across the world. Hartel and Fujimoto (2010) highlighted that E-recruitment is a process of selecting potential aspirants who had applied for a job via internet applied for a job by world wide web. Recruitment includes the masses and the activities carried on by organisation with primary purpose to pinpoint and captivate potential candidates. (Barbar, 1998, P.5)

In mid-nineties, due to the progress of internet mechanization, numerous have notarized modification of cconventional recruitment method to online recruitment (Joyce, 2002). Many organisations have restorted to adopt advanced recruitment designs and integrating various

recruitment method to woo them (Tong and Sivanand, 2005). Recruiting through social networks such as face-book, linkedin and myspace is also becoming popular. Whenfoever there is modifications in company's policies, mechanization, position, dissolution, consolidation and employers' departure, the pprocedures of recruitment carry on with regular intervals to add, support or readjust the work-force in accordance to organisation and human resource planning department (Tyson and York 2000 & Cascio, 1998). A few companies even use websites to select aspirants while other took advantage of this technique to become e-recruitment service provider (Dixon, 2000). It led e-recruitment to be second most popular online business apart from online air tickets booking in United States and Europe. This business trend was later on also absorbed in South East Asia and Asia Pacific (Labanyi, 2002; Galanaki, 2002; Fisher, 2001 & Gomolski, 2000).

Internet first appeared as a recruitment tool in the mid-1990's and was poured in management's process as a driver behind a "recruiting revolution" balancing advantages, it could bring to recruiters (Boydell, 2002). A few authors recommended that the internet had revolutionised the way how candidates perceive to job (Birchfield, 2002). E-recruitment payed thorough changes in the company recruitment process (Cappelli, 2001). Now e- recruitment is the latest trend in making recruitment more attractive and is used by numerous large and small-scale organization. The effective utilisation of e-recruitment will exactly guide to an extreme change in traditional recruitment collectively (Parry et al., 2008).

LITERATURE REVIEW

Kapse, Patil, Patil (2012) explored the advantages of e-recruitment due to it's widen scope and attracts numerous applicants in lesser time and cost, but it cannot totally replace the traditional method of recruitment. Because in large organisations with huge job vacancies e-recruitment definitely gives good result, but in small organisations with a few vacancies, e-recruitment will not be fruitful rather cumbersome. Therefore, both e-recruitment and traditional method should be used in some complimentary way to make selection process more effective in long run.

Aboul-Ela (2014) developed a proportion in order to estimate the most comprehend advantage of internet-based recruitment method from recruiter's standpoint. Inductive approach was followed in this study. Data was collected through questionnaire method for which he identified set of 40 items. Further, these 40 items were reduced to 10 items by three human resource professors at Cairo University. A sample of 130 organisations was targeted with a total of 2000 questionnaire. A total of 1600 questionnaires were collected back valid and complete with 80% response rate with a time frame of 4 months. The sample included industrial (35%) and healthcare (15%) education (15%) and government (15%) population. The analysis revealed that e-recruitment saves time, geographical outreach, improved quality etc., while limitations found that it could be used only for those organisations which follows e-recruitment.

Oswal and Narayanappa (2014) argued that e-recruitment is beneficial for both companies as well as aspirants. Candidate in search of job can have better opportunity to go through company's profile, criteria of selection etc., whereas for company it broadens the database of talent hunt for HRM.

Alsultanny and Alotaibi (2015) evaluated the components effecting purpose to employ e-recruitment where link of various components such as anticipated comfort to use, usefulness, pleasure and attitude etc of respondents with respect to the intention of job seekers in e-recruitment system was studied. Also statistically, significant differences of demographic characteristics of job seekers on intention to use e-recruitment was studied. Data was collected from 356 job seekers, who used e-recruitment method. This sample consists of 74.7% of males and only 25.3% females. Findings revealed that 1.7% respondents have < 2 years internet experience, 2% just have 2-3years of experience, 11.2% have 4-5years, 21.6% respondents have 6-7years and 63.5% have 7-8years of experience in using internet. This indicates that substantially respondents are young and non- employed persons (job seekers) and have much experience in using internet.

Anand and Devi S. (2016) investigated the plus point of e-recruitment and various difficulties trashed by the human resource professionals for using e-recruitment system like www, job portal, social networking sites etc. However, the success of E-recruitment depends upon the modernized solution offered by job sites, economical, time and providing tailor-made results. It was found that job seekers also prefer to online applications than conventional applications, as it reduces time, money or other efforts. The study highlighted the reason which refrains or restricts small and medium sized organisations from focussing more on e-recruitment method. Monster and naukri.com is one of the major job portals in India who have started mobile application for job seekers, so use of mobile applications has made job search process convenient for the job seekers. In urban areas of India, there is more use of internet for the job searching as compared to rural areas. Even mobile internet uses are also increasing in urban areas as compared to rural areas.

Singh (2017) The study highlighted the role of e-recruitment as a new dimension of HRM in Indian practices or context. The why and wherefore of this research is to broaden the significance of e-recruitment method in an organisation along with methods, trends and various challenges faced by organisations with the use of e-recruitment. It was stated that e-recruitment has been started since the mid 50's to 80's; but it has gained momentum in the last few decades. It has revolutionised HRM to E-HRM. E-mail was the first step towards e-recruitment. The study also explains the concept of human resource information system (HRIS), which is an significant management information system. This helped HR department to acquire, store, manipulate, analyse and retrieve information related to Human Resources along with so many advantages of e-recruitment.

Akila, Vasantha & Thirumagal (2020) studied the validness of online recruitment for manpower selection. This review focussed on the advantages of e-recruitment process like reduction of time, work pressure, cost and saving as other assets as compared to traditional method of manpower recruitment. The study stated that vacancies of an organization need to be uploaded in www., so that job seekers can undoubtedly find out the job according to their capabilities. This will also reduce the chances of fraud advertisement and fake job agencies. E-recruitment helps aspirant to make deep enquiry before filling their details in the company portal. Also, organisation will have large database of candidate from which they can select the best one according to company's requirement.

Conclusion

In a nutshell, it was concluded that the significance of e-recruitment is increasing day by day in today's technological era. There is hardly any phase of life where internet is not used personally and professionally. Every organisation either small or big is making use of e-recruitment for selecting efficient applicants at less expenses in terms of time and cost. E-recruitment aids the institution to displace the ineligible job applicant in a robotic manner and also provide round-the-clock collection of biodata, which is not possible under any other method. Whereas, the base of e-recruitment lies in traditional method of recruitment especially in traditionally knitted country like India. So, although e-recruitment is more beneficial than traditional, still it cannot replace it completely. It means where we cannot use e-recruitment, we can have traditional method and vice-versa. So, both methods are just like two sides.

Implications and Recommendations

Presently companies are widely using modern mechanization and due to this reason online recruitment suits a regular exercise adopted by institutions for appointing talent. The success of e-recruitment depends upon modernized solution offered by websites, economical, time saved as well as customized solutions to HR managers which also helps in making brand building of the companies. Although e-recruitment provided many benefits to jobseekers and employers, still it is still not free from drawbacks and shortcomings. As it cannot be used by small companies due to high cost and sometimes due to larger talent pool and low quality of applicants etc which can reduce its effectiveness. Hence, we cannot totally replace the traditional methods by e-recruitment. There use depends upon organizational requirements with respect to time, cost and nature of job. Thus, it is suggested that a concern should continue to use e-recruitment and conventional method of recruitment for employing job seekers so that they can compeer with international as well as local requirements of companies.

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