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The Impact of E-Recruitment and challenges faced by HR Professionals

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Abstract

Worldwide struggle in trendy market provides a business to overwhelm the competitors by looking out for a mixed bag of strategy, So many organizations purposefully in implementing e recruitment for their growth and sustainability, to source right person for right time with right cost. The superiority of real-time communication over the Internet is an reason why e-recruitment become the main podium for HR Professionals to think and use e-recruitment. Many companies use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The main success factors of e-Recruitment are the value-added services provided by the job sites, cost effectiveness, speed, providing customised solutions, helping to establish relationships with HR managers and facilitates brand building of the companies. Management of human resource in an organization cannot work smoothly if it's not electronically adopted properly. Thus, following the archival research method this study investigates the impact of E-Recruitment & challenges faced by HR Professionals.

Keywords: E-recruitment, Challenges, Opportunities, Adoption.

Introduction

E-recruitment is a new technological mean for selecting one of the companies' most crucial resources, i.e. human resource. This technological innovation improves the process of recruiting knowledge sources by using the Internet. It allows businesses to make cost savings, update job offers and status at any time, to shorten the recruitment cycle time, to identify and select the best knowledge potential out of a wider range of candidates and gives the company an opportunity to improve its image and profile. The precedent elements describe the possible improvements e-recruitment can generate, which emphasizes the need for line and top managers to consider integrating this technology and innovative process approach in their firm's strategies. Furthermore, better and faster recruiting can constitute a competitive advantage against enterprises from the same market. However, web-based recruitment is now sufficiently widespread to represent a disadvantage for companies that delayed its integration in their own corporate information systems and strategies. Moreover, passive and active job seekers also tend to prefer online applications to traditional application methods, because it saves time and money and makes it possible to browse through a wider range of job offers. It also allows job hunters to navigate through the corporate websites to build first impressions and opinions on the company (either because jobs offers are being searched directly on the corporate website, or through links, or by personal incentive). The many different opportunities of e-recruitment methods are less widespread among small and medium sized businesses. The core objective of this paper is to determine which factors refrain small and medium sized enterprises, referred as SME, from focusing more on e-recruitment methods and what the reasons are for them to concentrate more resources and attention on (further) developing e-recruitment tools in their system and strategies. First, in order to answer this problematic thoroughly, the concept of "e-recruitment" will have to be precisely defined, with its various technical forms, to determine the scope of the paper. The changes the new Internet-based tools have brought to the traditional recruitment.

"The Internet Will Help Achieve 'friction free capitalism' by Putting Buyers & Sellers in Direct Contact And Providing More Information to Both About Each Other." – Bill Gates.

Now a days the traditional recruitment method has been revolutionized by the wave of Internet. E-Recruitment is the latest trend and it has been adopted by large & small-sized

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organizations. Significance of internet can be seen as searching for best suitable job is just a click away. Job portals, company websites and social networking all makes recruitment speedy and helps in finding best match for vacant positions. E-recruitment is getting trendy among recruiters and job seekers because of its advantages like time, cost & quality etc. By just a click of the mouse or tapping on the screen of his mobile or tablet, one can find the jobs as per his skills, education and professional experience. The main objective of this study is to find out the various trends of online recruitment and to list the opportunities and challenges that job seekers and employer face while doing E-Recruitment. Keywords E-Recruitment; trends, Internet and recruitment, Job portal, Online Recruitment.

Today's world is technology based world and we can feel its presence in each sphere of our lives. Conception of internet has changed our lives tremendously and it has also changed the perception of people towards their work. Now whole world is just a click away from us and we can connect with individuals from all over the world. Today acquiring and retaining the employees is the biggest challenge and internet has proved to be a boon to recruitment process. E-Recruitment is a process of recruiting candidates for filling vacant positions in the companies through use of internet. E-recruitment is an integration and use of internet technology to improve competence of recruitment process. Electronic recruitment, online recruitment, cyber recruiting or internet recruiting are all synonyms of E-Recruitment. E-Recruitment plays very vital role in the process of recruitment as it provides a suitable number of applicants who fulfilled the criteria set by the companies.

Recruitment & E-Recruitment : The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner. The recruitment process includes activities like analyzing job requirements, attracting candidates, screening applicants, hiring and welcoming the new employee to the organization. E-recruitment is the practice of using web-based resources for tasks involved with searching, attracting, assessing, interviewing and hiring new employees. The function of e-recruitment is to make the processes more productive as well as less expensive. Online recruitment can attract a larger pool of potential employees and smoothens the selection process.

The fundamentals of e-recruitment are as follows

Tracking: Helpful in tracking the status of candidate with respect to the jobs applied by him/her.

Employer's Website: Provides details of job opportunities and data collection for same.

Job portals: Like CareerAge, Indeed, Monster, Naukri, timesjobs, etc these carry job advertisements from employers and agencies.

Online Testing: Evaluation of candidates over internet based on various job profiles to judge them on various factors.

Social networking: Sites like google +, twitter, facebook, linkedin, etc helps in building strong networking and finding career opportunities.

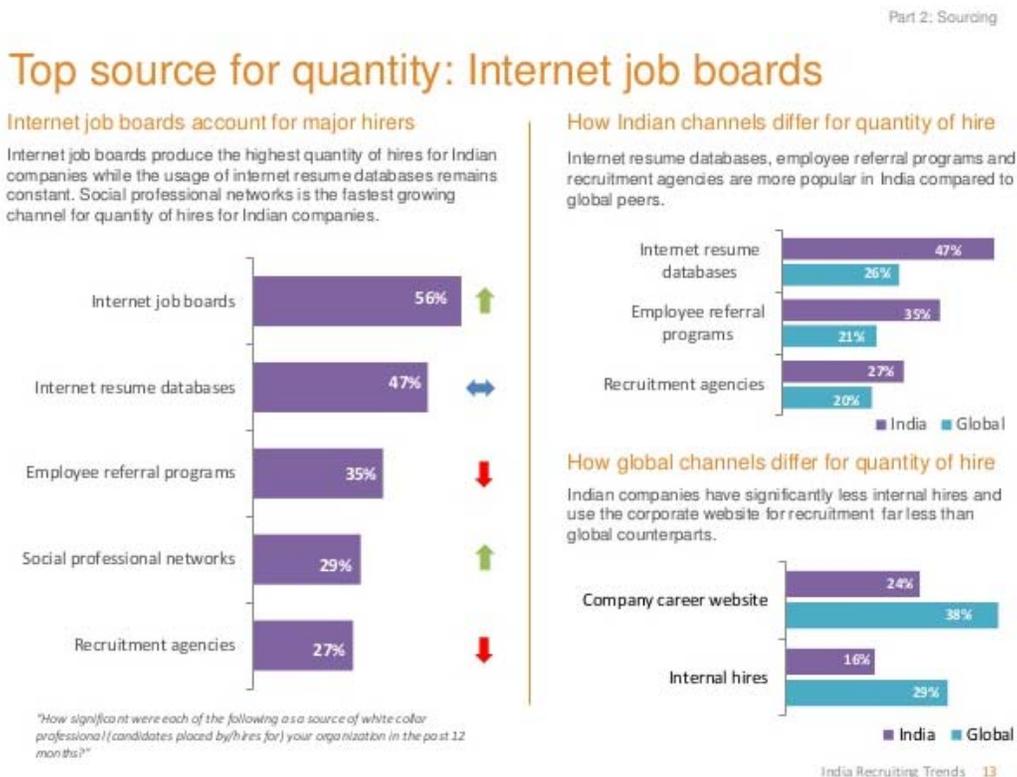


Fig 1: LinkedInIndia-india-recruiting-trends-for-2015

Literature Review: Ms. D Shahila (2013) [10] published an article which helps in explaining E-recruitment challenges covering challenges that are faced by companies while using

online recruitment. This article highlights the points like online recruitment is facing challenges from employers and job seekers point of view and covers points like difficulty in

finding suitable applicant, competition with competitors for good candidates, negotiation, transparency of system, difficulty in judging companies working culture.

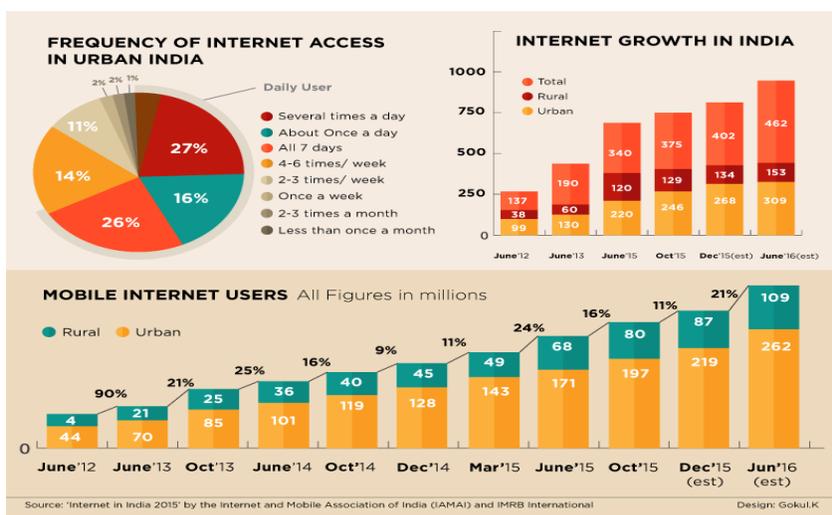
Avinash S. Kapse (2012) [2] published an article about E recruitment which stated that online recruitment has many advantages to companies like low cost, less time, quick, wider area, better match and along with this they have highlighted some points of disadvantages of online recruitment like scrutinizing applications is a problem, lack of internet awareness in India in some places and they said that employers want to have face to face interaction with candidates.

Archana L discussed about Recruitment through social media area. As online recruitment includes use of social networking for recruitments in companies this articles gives us fact about how use of social networking sites has increased rapidly for staffing purpose in companies. It shows that sites like facebook, linkedin, twitter, google + are contributing increasingly in recruitment as these sites and 36-50 % of the users are college graduates who are best to contact for job opportunities. Social networking is also playing major role in recruitment these days.

Arundhati Ghosh writes about E- Recruitment: The recent trend of recruitment practices and highlights about the recent trend of online recruitment practices and also we can get ideas about how online recruitment can be beneficial for the organizations. This article highlighted benefits of recruitment like cost efficiency, time saving, better scope and wider area of choice, standard way to find a candidate, less use of paper and along with this some of the drawbacks has also been discussed like computer technology, enormous applicants and choice is complex and also candidates are not serious. This article concludes that e- recruitment should supplement the traditional methods of recruitment. Combining e-recruitment with traditional methods will make recruitment process faster.

Trends of E-Recruitment: Latest trends in E-Recruitment is use of Mobile application for job search. Monster, Naukri are one of major job portals in India who have started mobile application for job seekers. Use of mobile application makes job searching more easy for job seekers. Company websites also plays a major role in searching a potential candidates. Various social networking sites are available to connect with job seekers and attracting them towards organizations. Blogs are also getting popular now a days. Also Resume Scanner helps companies to screen and shortlist the resumes as per candidates, qualifications and experience, special skills and salary details and is provided by major portals in India. There are abundant evidences which prove that organizations are increasingly using Internet as a platform for recruiting candidates. Major reasons for E-Recruitment usage is: Having Web presence and using Internet improve corporate image, minimizes hiring costs, reduces paper work and administrative burden, ability to arrange advanced web tools for the recruitment team. The employer must learn to reach job seekers by creating profiles on Facebook, Linked. In (social networking) along with using job portals for making recruitment more effective. Also they can advertise job vacancies with the numerous online recruitment agencies – to brace the talent hunt process.

Opportunities Of E-Recruitment: E-Recruitment has created a great leap in the history of recruitment since its existence in 1995 .E-recruitment has been a excellent mode of finding suitable applicants for the companies desirous of filling the empty vacancies in their organizations A very renowned personality Prof M.S. Rao who is the managing director at a renowned company has expressed his precious views about E-Recruitment as follows-“ the e-recruitment saves lot of time for both employers and jobseekers. E-recruitment bridges the gap between the employers and job seekers. It provides wider scope, choice and opportunities for both company and applicants”.



Challenges of E-Recruitment: E-Recruitment since its inception has turn out to be successful but it has faced quite challenges and hurdles in the path of success. Some fails to provide correct information online as they are not computer savvy. They tend to commit mistakes like filling their name wrongly, their native place wrongly, their qualifications etc. Online resumes easily gets duplicated and hence chances of neglecting the real candidate instead of duplicate increases.

As resumes are uploaded online so there is no surety of authenticity and correctness of information provided by personnel's. Some challenges are the quality and the quantity of candidates through the web tools. Many organizations have reported getting large number of applicants from unqualified people. In case of absence of internet connection candidates cannot check any portal or site.

Conclusion: “The secret of my success is that we have gone to exceptional lengths to hire the best people in the world.” – Steve Job. The aim of this paper is to study the overall concept of e-recruitment. It has been correctly said that recruitment is not only about hiring the best rather it’s the question to enrol the right candidate in organization. Competent staff helps in increasing organizations productivity. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. E-Recruitment has proved to be important part of the recruitment strategy. It can be used to keep track and maintain candidate applications, mostly among larger organizations. E-Recruitment has provided some remarkable benefits in terms of cost and efficiency. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended.

Challenges of E-Recruitment	
Level of uncertainty exists in the mind of users	Too Impersonal
Try to adopt new technologies	Technology Issues
Lack of familiarity	High Volume of Responses
Complexity of new technology	Skills Required
Quantity and quality of job information	Poor Website
Niche job boards	Logistical Problems

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