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A study on factors influencing perceptions of management students towards E- Recruitment

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Abstract

The advent of Web technology over the last decade has resulted in its rapidly growing use for both recruitment purposes and job search. The rapid advances in technology have dramatically changed the way business is conducted and this increasing use and reliance on technology is clearly demonstrated by the number of organizations and individuals who utilize the internet and e-mail. The adoption of the web as a medium by organizations has been faster than any other medium in history. This study examines the perception of management students towards e-recruitment. Three variables such as user friendliness, Information Provision and website usability are considered as the factors for the study and it is found that website usability is the strongest predictor in terms of perception of management students in Coimbatore city.

Keywords: E-recruitment, job seekers, website usability, Information provision

1. Introduction

The advent of the internet has radically changed the communication and information dissemination in the business world and in the society at large. The technological growth has made the world truly global which makes it important for organizations to be more competitive and efficient. So, the organizations are trying to attract the right kind of people with the right skills. This had led to considerable changes in the traditional forms of recruitment. One of the new developments that have happened is the process of using internet to attract the right kind of candidates.

The process of using internet to identify and attract potential employees to the organization has been defined as E-recruitment. E-recruitment has proved to be a boon for the job seekers over the past ten years. The internet is a medium which connects the job seeker and the employer for the recruitment purpose virtually. E-recruitment takes care of the entire recruitment process, from placing the job advertisements, receiving the resumes and selecting the right candidate for the right job in a simplified and cost effective manner.

For recruiters, the use of the Internet enables firms to enhance their growth in their ability to attract the right quality (in terms of appropriate levels of knowledge, attitude, skills and aptitudes) and quantity of human resources at any given time. The characteristics that are inherent to the Internet allow employers to contact candidates 24 hours a day, 7 days a week, and 365 days a year. The use of Internet recruitment has enabled organizations to reach appropriate job seekers in wider geographical locations at any time.

2. E-Recruitment

Schreyer and McCarter (1998) ^[7] define Internet recruitment as "the recruitment process, including placing job advertisements, receiving resumes, and building human resource databases with candidates and incumbents". Lievens and Harris (2003)^[5] identify five approaches to Internet recruitment, including company websites, job boards, e-recruiting, relationship recruiting, and surreptitious approaches.

Casper (1985)^[3] suggests E-recruitment is considered a relatively new concept for many organizations, articles on the topic first started appearing in the mid-1980s. However it was not until almost a decade later in the mid – 1990s that more systematic and rigorous literature and research on e-recruitment began to appear in human resource related journals.

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The rise in the amount of literature on e-recruitment was initially attributed to the sudden increase in the use of online recruitment in IT companies and universities (Galanaki, 2002)^[4].

3. Jobseekers

The job seeker is the person who desires for a job. There are two kinds of job seekers

a) Active Job Seekers: The candidates who frequently search for a job because of one reason other, viz; better opportunity for growth, personal reasons to change and professional reasons etc. Commercial job boards/portals have truly complimented with their needs.

b) Passive Job Seekers: Passive candidates are those workers who are not currently planning to change their jobs but still they regularly surf the internet for any one of million reasons during their normal routine. Such candidates may come across new job opportunities and simply drop their resumes on internet. Corporate websites is the most preferred destination for passive job seekers. (PavitraDhamija, 2012)

4. Objectives

1. To analyze and ascertain the effects of various demographic variables viz., age, Gender, Marital status, Education and frequency of use on perception of jobseekers.
2. To find the strongest predictor among the three variables namely User friendly, Information Provision and website usability.

5. Scope of the study

The scope of the study is to find the perception towards e-recruitment among management final year students and to find which factors attracts them to use e-recruitment.

6. Need of the study

The need of the study is to find that how far e-recruitment is being used by final year management students and whether it is helpful for them to find a job easily.

7. Limitation

The respondents are the final year UG and PG management students and the results can not be generalized.

8. Literature Review

Avinash S. Kapse, Vishal S. Patil, Nikhil V. Patil (2012)^[2] deliberated that E- Recruitment is the use of technology to assist the recruitment process. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae i.e. CV through e mail using the Internet. Alternatively job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements. This article also insists that Job Portals are the most popular and widely used tool by companies and recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job Portals provide a platform for the employers to meet the prospective employees. This system will help for betterment of traditional recruitment with less time and cost and will act as platform for both job seeker to search the job and corporate sector to hire appropriate candidates. Linda Barber (2006)^[6] examined the benefits and challenges of Internet recruiting from Institute for Employment Studies

(UK). He explained that organizations currently focus most of their attention and efforts at the front end of the recruitment process and most of them use it to provide and promote information about the company, advertise positions and receives CV's electronically. This has explored key aspects of the recruitment journey for consideration by those who may be contemplating e-recruitment or those who are already further down the road and have already moved recruitment online. The article concludes that access to a wider pool of applicants and promotion of a company's reputation and brand are frequently mentioned by HR specialists who analyze the strengths of the e-recruiting.

Ashok Kumar and Priyanka (2014)^[1] conducted a study to understand the factors influencing the e-recruitment process. The study was conducted by administering questionnaire to a sample of 400 graduating students in different universities in Bahrain. The framework used to understand the acceptance of e-recruitment is Technology Acceptance Model (TAM) which has been used according to the goal of the research work. The sample for this study was the final year university students from the Kingdom of Bahrain. The sampling method selected was convenient sampling. The data from the respondents was collected using a questionnaire. Statistical tools like simple percentages, mean, standard deviation, multiple regressions, factor analysis and path analysis was used to analyze the data. The sample size was 400 and data collected through questionnaires distributed among students. The questionnaire was based on five-point Likert Scale. The study found a significant relationship between perceived usefulness (PU), Attitude towards usage (ATU) and behavioral intention (ITU) to use the e-recruitment System. This study is a step towards examining students' perceptions of usage of an e-recruitment system that informs their attitude towards usage and their behavioral intention to using the system.

Sylvia and Mol (2009)^[8] examined the perceptions of applicants towards web-based procedures. There were 1,360 respondents who were applicants for jobs in multinational financial services organizations in the United Kingdom, the Netherlands, and Belgium. With respect to the demographics, it was disclosed that external applicants (as opposed to the internal applicants), Belgian (as opposed to Dutch), and Internet savvy (as opposed to less savvy) candidates were more satisfied with the online application procedure. It was also revealed that the features of the website, perceived efficiency, and user friendliness were the most important determinants of applicant satisfaction.

9. Methodology

- A structured questionnaire was framed and it consists of demographic questions, and 5 point likertscales.
- For this study, 140 respondents have been chosen from UG and PG Management Students in the higher educational Institution in Coimbatore using convenient sampling method.
- Many of the respondents have experience on using E-Recruitment and are highly internet savvy
- The collected data was analyzed by using the statistical tools such as percentage analysis, correlation and one-way ANOVA.
- The Reliability test shows cronbach's Alpha Value as 0.906 which is highly reliable.

10. Analysis and Interpretation

Table 1: Demographic profile of respondents

	Variables	Frequency	Percentage
Age	<=20	72	51.4
	21-30	68	48.6
Marital Status	Married	3	2.1
	Unmarried	137	97.9
Education	UG	82	58.6
	PG	58	41.4
Gender	Male	47	33.6
	Female	93	66.4
Frequency of Use	Less than 1yr	107	76.4
	1-3 yrs	31	22.1
	3-5 yrs	2	1.4

Interpretation

Age

It is clear from the above table that 51.4% of the respondents were in the age group of <=20 years and 48.6% of respondents were in the age group of 21-30 years. From the above table it is derived that the maximum of the respondents were in the age group of 21-30 years.

Marital Status

The above table shows that 97.9% of the respondents were unmarried and only 2.1 % were married. From the table it is concluded that majority of the respondents were unmarried.

Education

From the table it can be inferred that 58.6 % of students were from UG and the remaining 41.4% were from PG and it is found that majority of the students were from UG.

Gender

The table shows that 33.6% were male and 66.4% were female. Thus it is derived that majority of the respondents are female.

Frequency of Use

The majority of students (76.4%) used e-recruitment for less than 1 year, 22.1 % used for 1-3 years and only 1.4% used it for 3-5yrs.

Table 2: Mean and Standard deviation

Factors	Items	Mean	S.D
Perception of Job Seekers	PJB1	3.35	.873
	PJB2	3.60	.728
	PJB3	3.70	.746
	PJB4	3.52	.782
	PJB5	3.67	.877
	PJB6	3.39	.827
	PJB7	3.89	.765
	PJB8	3.61	.878
	PJB9	3.50	.735
	PJB10	3.50	.782
	PJB11	3.50	.715
	PJB12	3.41	.831
	PJB13	3.52	.893
	PJB14	3.54	.753
	PJB15	3.44	.867
User Friendliness	UF1	3.41	.777
	UF2	3.59	.804
	UF3	3.64	.840
	UF4	3.68	.752
	UF5	3.63	.771
Information Provision	IP1	3.16	.875
	IP2	3.36	.823
	IP3	3.53	.955
	IP4	3.64	.722
	IP5	3.54	.743
Website Usability	WU1	3.41	.864
	WU2	3.60	.872
	WU3	3.59	.848
	WU4	3.60	.757
	WU5	3.70	.775
	WU6	3.46	.909
	WU7	3.62	.844
	WU8	3.72	.750
	WU9	3.52	.800
	WU10	3.68	.771

Interpretation

The descriptive statistics of the four factors are shown in Table 2. All means are above the midpoint of 3.00. The standard deviations range from 0.71 to .95 indicating a narrow spread around the mean

Table 3: Correlation Analysis

Variables	R
User Friendliness	0.571**
Information Provision	0.582**
Website Usability	0.626**

** Correlation is significant at the 0.01 level (2-tailed)

Interpretation

Table 3 represents the Pearson correlation coefficient results. All of the variables are significant and positively correlated with the perceptions of jobseekers with regard to E-recruitment. Amongst the independent variables, website usability is the strongest predictor in terms of the perceptions of students towards Internet recruitment.

Testing of Hypothesis

Testing of Hypothesis on the Basis of age groups

H0: There is no significant difference between age and perception of jobseekers

Ha: There is a significant difference between age and perception of jobseekers

In order to access whether there is a significant difference between the age groups and mean of perception of jobseekers, an Analysis of Variance (ANOVA) was applied

Table 4: ANOVA results for Perception of Job seekers on the basis of age groups

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.249	1	.249	1.391	.240
Within Groups	24.734	138	.179		
Total	24.983	139			

From the table it is observed that the F value is 1.391 and its corresponding p value is 0.240 >0.05. Since p value is more than 0.05; it is concluded that there is no significant difference between age and perception of job seekers. Hence we can accept the null hypothesis and reject the alternate hypothesis.

Testing of Hypothesis on the Basis of Marital status

H0: There is no significant difference between marital status and perception of jobseekers

Ha: There is a significant difference between marital status and perception of jobseekers

In order to access whether there is a significant difference the marital status and mean of perception of jobseekers, an Analysis of Variance (ANOVA) was done

Table 5: ANOVA results for Perception of Job seekers on the basis of marital status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.063	1	.063	.346	.557
Within Groups	24.920	138	.181		
Total	24.983	139			

From the table it is observed that the F value is 0.346 and its corresponding p value is 0.557 >0.05. Since p value is more than 0.05; it is concluded that there is no significant difference between marital status and perception of job seekers. Hence we can accept the null hypothesis and reject the alternate hypothesis.

Testing of Hypothesis on the Basis of Education

H0: There is no significant difference between education and perception of jobseekers

Ha: There is a significant difference between education and perception of jobseekers

In order to access whether there is a significant difference between the Education and mean of perception of jobseekers, an Analysis of Variance (ANOVA) was done

Table 6: ANOVA results for Perception of Job seekers on the basis of Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.001	1	.001	.004	.951
Within Groups	24.982	138	.181		
Total	24.983	139			

From the table it is observed that the F value is 0.004 and its corresponding p value is 0.951 >0.05. Since p value is more than 0.05; it is concluded that there is no significant difference between Education and perception of job seekers. Hence we can accept the null hypothesis and reject the alternate hypothesis.

Testing of Hypothesis on the Basis of Gender

H0: There is no significant difference between gender and perception of jobseekers

Ha: There is a significant difference between gender and perception of jobseekers

In order to access whether there is a significant difference between the gender and mean of perception of jobseekers, an Analysis of Variance (ANOVA) was done.

Table 7: ANOVA results for Perception of Job seekers on the basis of Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.045	1	.045	.247	.620
Within Groups	24.938	138	.181		
Total	24.983	139			

From the table it is observed that the F value is 0.247 and its corresponding p value is 0.620 >0.05. Since p value is more than 0.05; it is concluded that there is no significant difference between Gender and perception of job seekers. Hence we can accept the null hypothesis and reject the alternate hypothesis.

Testing of Hypothesis on the Basis of Frequency of use

H0: There is no significant difference between usage and perception of jobseekers

Ha: There is a significant difference between usage and perception of jobseekers

In order to access whether there is a significant difference between the frequency of use and mean of perception of jobseekers, an Analysis of Variance (ANOVA) was applied

Table 8: ANOVA results for Perception of Job seekers on the basis of frequency of use

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.264	2	.132	.731	.483
Within Groups	24.719	137	.180		
Total	24.983	139			

From the table we can observe that the F value is 0.731 and its corresponding p value is 0.483 >0.05. Since p value is more than 0.05; we can conclude that there is no significant difference between frequency of use and perception of job seekers. Hence we can accept the null hypothesis and reject the alternate hypothesis.

11. Conclusion

The results of the study provide an insight to the most influential factors that determine management students towards perception of E-recruitment services is the website usability than information provision and user friendly. This implies that while developing e-recruitment services the

website must be attractive and it should be easy to use.. The research can be further developed by adding new variables like confidentiality of personal information or privacy risks.

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