

EFFECTIVENESS AND USAGE OF E-RECRUITMENT IN IT SECTOR: TECHNOLOGICAL ADVANTAGES IN RECRUITMENT PROCESS

Harleen Kaur

Assistant Professor,
Shri Chimanbhai Patel Institute of Management and Research
Ahmedabad

Abstract

E-Recruitment is another internet-based tool for finding the best candidate for the job. It serves as a sizable forum for job seekers. The use of e-Recruitment by job seekers worldwide to find the ideal position is very common. This study conducts research on the issue of job seekers using the internet to look for work and examines the costs and reliability of this medium. The data collected for this research is collected through a questionnaire method by the employees of IT Industry- specific to Ahmedabad. Data was statistically analyzed by ANOVA. The finding of the study indicate that E-Recruitment is time saving also cost-saving to thus many employees in organizations want to do whole HR operation on the online mode it's very convenient to use. Also many job seekers are still adopting traditional method of e-recruitment.

Keywords: E-Recruitment, Technology, IT sector

INTRODUCTION

E-recruitment has expanded significantly over the past few years and is now used extensively by both job seekers and recruiters worldwide. One of the most well-liked non-traditional methods of recruiting is e-recruitment. E-recruitment, which shortens the time needed to assemble the talent pool, is the secret to HR success. It can be accomplished by streamlining the entire process. Over the past few years, there have been various difficulties and changes in the recruiting of talented workers. People of today used to spend hours online, either for business or for fun. Because it is so cost-effective and saves time and energy, people have started using the internet for a wide range of activities since the introduction of new technology. The growing use of internet hiring and recruiting as a business tool has transformed not only the way employers hire personnel but also the way job seekers look for employment. Geographical restrictions are eliminated through e-recruitment, allowing job searchers to search for positions throughout all of India. Making the connection between the company and the job seeker is now simple, quick, and economical. They would rather use an online application process than visit each individual company to submit their résumé. We already mentioned how efficient and time-saving the internet is. These features of the internet are used by job seekers. E-recruitment has also been embraced globally. This study report assesses how e-recruitment affects job seekers. E-recruitment- Definitions and Elements

E-recruitment, often known as online recruitment, is the practice of using web-based technologies to attract, hire, and retain candidates for open positions. Companies have the option of using e-recruitment components internally or using e-recruitment-expert recruiting agencies. E-Recruitment Elements

1. Job boards are where over half of the applicants come from. You can find applicants by advertising a position opening on a job board or by searching resumes.
2. Career Websites: About 30% of applicants are drawn to them. They are crucial to keeping up employer branding, too. Although you can post jobs for less, you still need to spend money on the career site. Career websites are more beneficial for larger businesses.
3. Internal Databases: It is particularly significant for IT selection in light of the fact that how many top abilities in the tech and the computerized work market are restricted. Utilizing data sets lessens search time and permits filling in startling openings.
4. Social Media Recruiting: It permits spotters to associate straightforwardly with both dynamic and aloof work searchers. Framing the expert networks and connecting with experts through sharing valuable data and correspondence can draw the consideration of the competitors you wouldn't reach with different techniques. Paid advertisements via web-based entertainment can be exceptionally effective as well. In this article, you can get master counsel on the best way to select top gifts utilizing Facebook. As a matter of fact, you need to apply web-based entertainment showcasing for fruitful e-recruiting

LITERATURE REVIEW

Helen Verhoeven and Sue Williams (2008), In this study the researcher specify about the benefit and hindrances of E-recruitment and E-selection in Organization as distinguished in Literaturte and thinks about those against the perspectives on businesses in the United Kingdom.

Mary Grace G. Ventura and Rex P. Bringula (2013), examined that Online hiring is expected to transform the way that businesses find new employees. Online hiring is a basic corporate activity that eliminates cumbersome and pointless paperwork and introduces streamlined workflow and dependable database solutions. applications, as well as effective methods for managers and job searchers to communicate. The cost of the is quite modest, and Employers and job seekers can acquire detailed and current information about job seekers and jobs via the internet. There are openings in many places around the world.

Dr. Ankita Jain, Ankita Goyal (2014) According to research, E-HRM is a development in which all HR strategies, rules, and practices are carried out via the internet. E-Recruitment is an online platform that allows job seekers to submit applications for open positions. Here, job searchers can upload their resumes and application forms so that recruiters can learn more about them. The firm can save costs and the amount of time it takes to choose candidates by using online recruitment.

Kar and Bhattacharya (2009), conducted a study They analyzed the features of the job portals that might help boost users' happiness with the portal's use as well as the issues that might affect the effectiveness of job portals. To achieve these goals, surveys and in-person interviews were done. Participants in the study were 250 respondents who were purposefully chosen. The study found that people between the ages of 18 and 22 and those aged 33 and older were more likely to use job portals to look for employment. The main elements influencing the popularity of employment portals were the distribution of curriculum vitae and in-person communication. The respondents thought that the chat feature, online test, and help desk/call center will improve their satisfaction with the job portals.

Kuppusamy and Ganesan(2016), " A study on factor contributing towards the effectiveness of E-Recruitment among generation Y job seekers" Researcher has collected data from 241 response. A correlation Analysis test was used for the study. Variables used for study are The Adaptability of Hiring Time Cycle, Accessibility of Information, Accessibility of Internet,

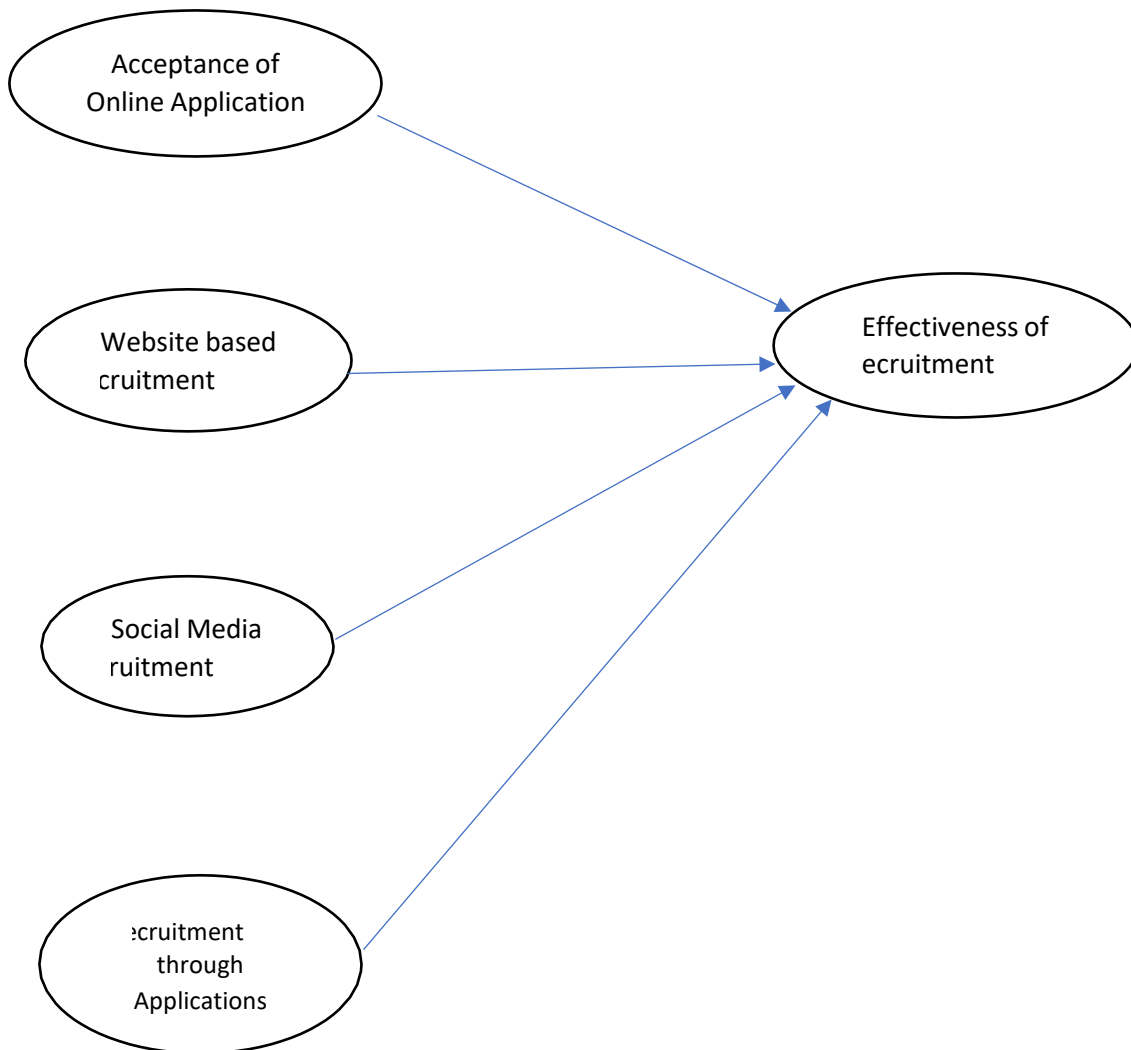
Usability of Website, and Cost Effectiveness. The finding of the study indicates that E-recruitment will play a bigger role in the future due to the advancement of Internet-related technology. From the viewpoint of the employer or organisation, the efficiency of e-recruitment is crucial to ensuring that they are able to find human skills that would have an impact on their sustainability.

Sultana and SultanaIn(2018) dealing with human resource management tasks, modern firms have grown more reliant on technology. The study not only determined the effectiveness of online hiring but also revealed the stage of hiring where businesses gain the most from using the internet. From the standpoint of the employer or organization, the efficiency of e-recruitment is crucial to ensuring that they are able to find human skills that would have an impact on their sustainability. As a result, planning for hiring cycle time, information accessibility, and website usability is necessary.

Md. Sajjad Hosain, Kazi Tareq Ullah, Md. Mohan Khudrithis (2016) this study implies about the impact of E-Recruitment on candidates Attitude. Judgment sampling has been taken on to recruit the respondents from the qualified job applicants. At the identical instance, the academicians are expected to appear out a totally unique window to be explored

Lakshmi S. L(2015) This study looked into the efficiency of electronic recruiting in businesses. It has been discovered that e-recruitment is effective in terms of lowering recruiting costs, shortening the time to rent, and assisting businesses in gaining a competitive edge, a positive market reputation, and luring suitable skilled candidates. Online hiring is additionally successful regarding the management of the talent process.

Anand and Dr. Chitra Devi S (2016) The study examines the prevalence of electronic recruitment among HR professionals Many enterprises deliberately assess e-recruitment for growth potential and viability in order to get the right candidate at the right time for the right price.



Research Model

OBJECTIVES OF THE STUDY

1. To analyze the awareness of employees regarding E-Recruitment in IT industry in Ahmedabad city.
2. To know how much E-Recruitment is useful in the IT Company.
3. To research the trustworthiness of E-Recruitment to the job seekers.

SCOPE OF THE STUDY

The scope of the study is to look at the corporate E-recruitment strategies used. Recruitment procedures and a careful examination will be performed based on an understanding of the state of e-recruitment at the time prevalent inside the organization

RESEARCH METHODOLOGY

Sources of data

Face to face interview with the respondent was conducted with the aid of a questionnaire. The questions were structured and non-disguised. The respondent was informed of the purpose of the study. The questionnaire consist of combination of open ended and closedended question.

Primary Data

The Primary data was generated by making significant use of structural questions, both open ended and closed-ended. Primary data is fact and information collecting specific forthe purpose of investigation at hand
Primary Data

- Questionnaire
- Interviews with employees

Secondary Data

Secondary sources are research reports that use primary data to solve research problem. Secondary data has been gathered by others for their own purposes, but the data could be useful in the analysis of a wide range of real property. In general, secondary data exists in unpublished sources.

Secondary Sources

- Internet
- Magazine
- Newspapers and Journals

According to the Survey conducted on over 123 IT professional the various findings are as under.

Sample Size

The sample unit for the research includes the employees who are from IT industry reference to Ahmedabad city. The sample size of the research is 123 respondents. The various findings are as under.

Descriptive of Demographic Variable

Table: 1 Gender

Gender	Percentage
Male	52
Female	48

Table: 2 Age

Age	Percentage
18-25	53.7%
26-30	15.4%
31-35	22.8%
36-40	3.33%
41-50	4.9%

Table: 3 Marital Status

Marital Status	Percentage
Married	38.5

Unmarried	60.7
Others	.8

Anova

		Sum of Squares	df	Mean Square	F	Sig.
E -Recruitment	Between Groups	4.774	4	1.193	.802	.526
	Within Groups	175.519	118	1.487		
	Total	180.293	122			
E-Recruitment	Between Groups	5.025	4	1.256	1.058	.380
	Within Groups	140.049	118	1.187		
	Total	145.073	122			
E-Recruitment	Between Groups	6.364	4	1.591	1.378	.246
	Within Groups	136.286	118	1.155		
	Total	142.650	122			
E-Recruitment	Between Groups	2.542	4	.635	.526	.717
	Within Groups	142.499	118	1.208		
	Total	145.041	122			

Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
E -Recruitment	1	64	63.34	4053.50
	2	59	60.55	3572.50
	Total	123		
E-Recruitment	1	64	62.34	3990.00
	2	59	61.63	3636.00
	Total	123		
E-Recruitment	1	64	67.53	4322.00
	2	59	56.00	3304.00
	Total	123		
E-Recruitment	1	64	66.13	4232.00
	2	59	57.53	3394.00
	Total	123		

DISCUSSION

1. Accepting an online application is a form of Justice and Impartiality mean rank is higher for male group.
2. Applicant who are applying through organization websites without the need for references is preferable mean rank is higher for male group.
3. Organization which are recruiting through online recruitment system can recruit skill-full and efficient individuals mean rank is higher for male group.
4. Saved online applicants in cloud can give guaranteed future opportunities to individual for future

placement mean rank is higher for male group.

ANALYSIS AND FINDINGS

- Table 1, 2 and 3 present the percentage distribution of the respondent demographical profile where table 1 represent Gender profile 48% people are female and 52% are male, We can say that people who is working in the industry are a large number males than females. Table: 2 represent the Age profile i.e., (Bringula, Effectiveness of Online Job Recruitment System: Evidence from the University of the East, 2013) is age between 18-25 and the least of the respondent belong to age category of 36-40. We can say that the young generation is more. Table: 3 Represent marital status Here 38.5% people are married and 60.7% people are single and other categories are .8%
- This questionnaire and statistical tests show how adoption of E-Recruitment services are affected positively or negatively by various people such as age, gender, annual income, qualifications, feasibility, and its uses.
- Based on the data received we can say that many employees appreciating online mode of HR and it is very helpful to them. Also E-Recruitment is time saving also cost saving to thus many employees in organization want to do whole HR operation on online mode it's very convenient to use.
- But there is so many people still there that says that E-Recruitment is not effective and not sure that it is as effective as traditional Recruitment Process.

CONCLUSION

Here on the base of our study we can say that people are aware of the E-HRM in the industry. Many employees appreciate it also, but many are again neutral for this electric Recruitment. Many employees are appreciating new change while some employees are also there who doesn't like electronic HR. and while some were not sure what is good and what is bad. They don't have any views or clear sense to what to do or are they satisfied with it or no. and only few of them are not agree to this electronic HRM system. New mode of HR which is E-recruitment is appreciated by many people in the org. and they also think its transparent process and can be done very easily. Many employees are flexible using E-Recruitment system in Organization They are satisfied with their HRM system in the company and also, they think it's much benefited because they don't have to do things manually just one click and its over it's very easy to use.

SUGGESTIONS

- Who disagree with E-Recruitment system should be identify and should take their opinions on their disagreement and also make some changes to lean that employees to agree to use E-HRM system.
- Employee should understand the benefit of technology in seeking for Job as it become easy to find.
- An organization should always update its HR system so it becomes easy for job seekers to apply and keep up to date with company trend
- Organization should also do the recruitment process online to save time and cost whereas organization should make the best utilization of online recruitment

REFERENCES

- [1] C.R. Kothari , "Research Methodology : Methods and Techniques", Second (revised) edition, New age publications, India.
- [2] Helen Verhoeven , Sue Williams (2008), "Advantages and Disadvantages of Internet Recruitment: A UK Study into Employers' Perceptions", International Review of Business Research Papers, Vol.4 No
- [3] Kar, and S. Bhattacharya, "E-recruitment and customer satisfaction: An empirical study in and around Kolkata", The Icfai Journal of Management Research, Vol. 8, No. 2, 2009, pp. 34-54.
- [4] Nafia Sultana, Nahida Sultana, "Analysing the Effectiveness of Online Recruitment: A Case Study on Recruiters of Bangladesh", Research gate publications, 2018, volume 7(2), ISSN 2305-8730, pp.79-8730
- [5] Md. Sajjad Hosain, Kazi Tareq Ullah, Md. Mohan Khudri, "The Impact of E-recruitment on Candidates' Attitudes: A Study on Graduate Job Seekers of Bangladesh", Journal of Human and discipline Research, 2016, Volume 8(1), ISSN 2331-4974
- [6] Bringula, M.G.(2013). Effectiveness of online job Recruitment system: Evidence from the university of the east. IJCSI International Journal of computer science Issues, vol. 10, Issue4No. 1
- [7] Jayanty Kuoosamy, J.G. (2016). A study of factors contributing towards the effectiveness of E- recruitment among generation Y job seekers. International Journal of Advanced and applied Sciences, 3(12), 106-112

- [8] Lakshmi S. L.(2015) “e-recruitment: a boom to the organizations within the competitive world”, IOSR Journal of Business and Management (IOSR-JBM), ISSN 2278-487X, pp. 25-28,
- [9] V.INDIRA, S.RATHIKA(2020) A study on recruitment and its present condition towards job seekers, International Research Journal of engineering and Technology(IRJET) e-ISSN: 2395-0056 PP 3752-33758
- [10] Anand J and Dr. Chitra Devi S(2016) “The Impact of E-Recruitment and challenges faced by HR Professionals”, International Journal of Applied Research, volume 2(3), ISSN 2394-7500, pp. 410-413,