Study of Emerging Trends in Effective Recruitment/E-Recruitment and Selection of Job Seekers in Organization

Jude Samuel Mascarenhas
MBA Student
Rai University, Ahmedabad, Gujarat, India

Abstract:
In today’s competitive business environment and rapidly changing global world economy, the organizations with competent personnel possess a competitive edge. Additionally, with rapid growth and utilization of the Internet facilities and applications over the last several years has changed the way companies’ conduct of business activities in all aspects. To attract, recruit and select good employees is one of the great challenges for Human Resource Department. Today online recruiting has become a significant tool for Human Resource Department along with prospective job seekers. It is highly crucial for HR Department to hire the right people, for the right job, at the right time with the right knowledge, skills and abilities. Multiple companies have advanced to recruit with their websites, job portals and outsourcing this function rather than publishing newspaper classified ads, and pamphlets. This paper discusses the concept of e-recruitment from the perspective of job seekers. Online recruiting process increases the firms' competitive advantage and a plus point through increased efficiency with lower costs and offers various perks and opportunities to job seekers. This paper examines the emerging trends concerning effective recruitment and selection of job seekers in organization.

Keywords: Recruitment, E-Recruitment, Selection, Human Resource Management, Emerging trends.

I. INTRODUCTION:

Human Resource is the most valuable resource for any organization in any sector in addition to this if that particular resource is highly competent and well taken care of can provide a competitive edge for that organization. Finding the suitable candidate for the vacant/created job is the motto of recruitment. Also, the process of recruitment involves analyzing the core requirements of a job, attracting eligible candidates, screening and selecting. Traditionally, all the companies would often go for recruiting through the newspaper, employee referrals, employment exchange boards etc. But in present scenario with increasing use of the internet facilities and innovative business practices, recruiting practices have significantly undergone major changes. Technology has not only guided the job seekers to apply for jobs easier, but it has also made it simple for businesses to trace qualified and suitable candidates anywhere on the globe. Due to same reason, increasing number of organizations is shifting their recruitment strategy to digital domain. Recently, Staffing industry has seen dramatic change and is functioning in a dynamic business environment. In India this industry is highly fragmented and provides variety of services in streams such Sales, Marketing, Engineering and IT. The Recruitment Industry behaves by a number of factors including the large conglomerates entering into new business domains, growth of key client industry, entry of multinational companies in the local markets etc. Also the industry is characterized by a number of mergers and acquisitions. Additionally, a number of companies have started cut out the cost by outsourcing their recruitment processes to third party recruiters often called consultancies. E-recruitment is the process of recruitment using electronic resources, mostly internet. E-recruitment, also known as online recruitment, Internet recruitment or cyber recruiting refers to the practice of advertising job vacancies online, and the formal sourcing of information about jobs online. Nowadays Companies and recruitment agencies have moved most of their recruitment processes online in order to improve the speed by which job seekers can be matched with live vacancies. India hold over more than 50% of its population which is below the age of 25 and more than 65% below the age of 35, with an average age of around 29-30 years. This population often hovers over the internet. The academic students who will be either graduating or post graduating who are about to hunt jobs are not traditional employees. The recruitment agencies who find potential candidates for the client companies will have a hard time finding these young talents elsewhere but online. Traditional recruiters should know if they want to hire a suitable candidate, it can also be through social networking sites, because youngsters are active on the internet. The present study has an in-depth assessment of various such trends which are emerging in the market regarding recruitment and selection.

Objectives:
1. To study the present recruitment activities adopted by the organization.
2. To portray out the methods and trends in Recruitment/E-Recruitment.

II. LITERATURE REVIEW:

Helen Verhoeven and Sue Williams (2008) have studied the Internet recruitment and selection in the United Kingdom. Their study discusses the pros and cons of Internet recruitment and selection as associated in literature and considers those against the views of employers in the United Kingdom.

Pavitra Dhamija (2012) have found that E-Recruitment refers to posting job vacancies on the company website or on
an online generic job portal website. It allows job seekers to send their updated resumes electronically through email or in some other electronic format. The electronic method and system have aided to reduce multiple routine administrative tasks involved in recruitment and also reduce time and cost.

**Naveed r. Khan, Marine Awang, Arsalan Mujahid ghouri (2013)** have studied the importance of e-recruitment. This study examined the relation between the recruitment sources, job seekers’ perception and intention to pursue the job. The findings of the study showed that internet is the most opted source to search the job among other recruitment sources. Also it is suggested by author that the effectiveness of e-recruitment strongly depends on the strategic placement of advertisement and salary.

**Mary Grace G. Ventura and Rex P. Bringula (2013)** have analyzed that e-recruitment is set to change the way in which companies recruit their staff. E-Recruitment removes unnecessary paper work and introduces systematic flow of work and efficient communication channels between job seekers and recruiters.

**Dr. Ankita Jain, Ankita Goyal (2014)** studied that E-HRM is a progression in which all the HR plans, policies and practices are undertaken through an internet medium. E-Recruitment is an electronic medium through which job seekers can apply for vacancies online. Here the job seekers can attach their resume and application form and the recruiters can fetch the details of the candidates. E-recruitment helps the organization to make a reduce cost and time taken to select candidates.

**David DeCenzo et al (2013)** internal recruitment helps in reducing costs and improves the chances of getting the appropriate candidate because there is already available information about that candidate and his performance and educational qualification. External recruitment is the process through which a company seeks out fresh candidates externally to fill the vacancies.

**Ms. D Shahila (2013)** analyzed the overall trends in E-Recruitment use and practice, methods, E-Recruitment Challenges and issues of E-Recruitment and its increasing scope in the recruitment process of a company. It also discusses the primary success factors of e-recruitment as premium services provided by the job portals, reduced cost, reduced time, delivering customized solutions and building good will of the companies.

**III. RESEARCH METHODOLOGY:**

The information for this study was collected from the secondary sources. Various articles about Recruitment, E-Recruitment, trends, journals, Books and internet reference was adapted.

**Definition of Recruitment:**

According to Cambridge dictionary, “The process to find suitable people to work for a company or to become a new member of organization”. According to K Aswathappa in the eight edition of his book Human Resource Management Text and Cases defines recruitment as the process of “searching for and obtaining applicants for jobs, from among whom the the right people can be selected”.

**Emerging trends in Recruitment and Selection**

Currently the recruitment and selection approach is undergoing tremendous changes assisted by technological innovations and changes in strategies. The following section examines some of the key trends involving recruitment and selection process.

1) **Inbound Recruiting:** It is a strategy where various organizations continuously and proactively attract the eligible and prospective individuals with an aim to make them choose this organization as their next or first employer. The goal of this strategy is in attracting, converting and engaging the candidates.
2) **Focus on passive candidates:** Traditionally recruiters have focused on active candidates (actively seeking new jobs). However, studies has shown that majority of prospects (as high as 73%) are passive candidates, that is they are not actively seeking jobs but are open to new opportunities and offers.
3) **Corporate talent network:** It is a online platform for promoting the company brand name. Its main objective is to attract new talent from a various sources which includes job candidates, fans, employees, alumni, partners, suppliers and even customers. It is very popular among the big firms and is increasingly being adopted by smaller and medium size firms as well.
4) **E-Recruitment:** E-Recruiting is using the internet applications to recruit through corporate websites, specialized websites or online advertisement. E-recruitment/Internet recruitment refers to the practice of using online facilities to advertising vacancies, and sourcing of information regarding candidates online.

**E-Recruiting Methods:**

1) **Company web sites/Portal:** These portals can be of the company owned sites, or a site developed by various employers. Professional websites: These are for specific professions, skills and not general in nature also these portals are intranet in nature and use for internal recruiting/promotion.
2) **Applicant Tracking Software (ATS):** One fast emerging trend is rapid adoption of Applicant Tracking Software (ATS). ATS are customized software designed specifically to meet the recruitment needs of an organization. This software focus on managing the entire recruitment process. ATS can be used to post vacancies, filtering resumes and generate email request to interview potential candidates.
3) **Mobile Recruitment Strategy:** Recent studies indicate that maximum number of prospective candidates use mobile devices to access the internet and carry out personal tasks including job search. Thus, a growing trend among large firms is to create a mobile career site built specifically to meet the needs of the mobile device users which is also simple to use. The aim is to use mobile recruitment to post vacancies which can be easily shared on social media and quickly responded to.
4) **Social Networks:** Over the past few years, social networking sites such as LinkedIn and Facebook have rapidly gained fanciness among internet users. They provide all information on prospective candidates. Mostly, LinkedIn and Facebook provide specific recruitment related tools and software to aid the recruiters in improving the recruitment process.

**Criteria for Effective E-Recruitment:**

1) Recruitment policy varies from company to company therefore it should be flexible and proactive, to adapt market changes. The companies will have their unique mix and match
their resources according to their goals.
2) Unemployment rate, employee turnover rate to be considered. As the whole process depends on the availability of suitable candidates in the market. For every post, position it is not ideal to spend too much of time. These rates will determine whether to be strict or lenient.
3) Impact of providing compensation details to be considered. It includes wage, salary, benefits both gross and net when disclosed on line then it should follow the legal norms. Chance for negotiation will not be there. Compensation rate of the company not only reaches to the prospective candidates but will be known to all as well.
4) Precautions should be taken for resume screening. Words that discriminate factors like gender, age, religion etc should be avoided.
5) Review the results periodically and also update regularly to achieve a better result. Or else pool of candidates will remain static and will not serve the purpose every time company post a vacancy.
6) Organizations need to selective while choosing the job portals. It refers to whether it is required to be giving to the job search sites like www.shine.com or in their own site. When special skilled candidates are searched for top management level then generic job search sites should be avoided.

Findings:
In today’s swiftly changing world, the companies who remain up to date with the current trend survive in market. Recruitment and selection will always remain an unending challenge of the HR Department of every company. Traditional methods should not be replaced by the E-Recruitment, but should compliment each other. Since there is a fierce competition among the companies, recruiting and selection the suitable and eligible talent from the pool of applicants is very important. Companies hustle not only for the fresh raw recruits but also attempts to retain existing staff. Thus, it becomes necessary for the firms to walk hand in hand with recent software and technologies by always upgrading themselves. But the rush ends not here job seekers also have to be constantly upgrade themselves to make use of these technologies and this can only be done by awareness and education, they need to be aware of the technologies adopted by the firms to recruit candidates by also remaining alert of the fraud pertaining in the recruitment industry. They must take lesson from victims who were duped lakhs of rupees from the so called recruiters. There is a huge scope for both further research and application in internet based recruitment and selection in future.

IV. REFERENCE:
[2]. https://dictionary.cambridge.org/dictionary/english/recruitment
[6]. Naveed r. khan, marinah awing, arsalan mujahid ghouri , “impact of e-recruitment and jobseekers perception on intention to pursue the jobs”, management& marketing, volume xi, 2013.