

EMERGING TRENDS IN ONLINE RECRUITMENT PROCESS

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Abstract

Electronic-selection is the way of recruiting employees using technology and web-based resources. The electronic-recruitment process has made this process more efficient and effective. With the assist of electronic-recruitment companies can reach a too large number of candidates and easily identify talented employees. In short, electronic-recruitment leads to the success of companies in this competition. This article focuses to examine the efficiencies and shortcomings that organizations face in using e-recruitment. Current competitive companies need to attract and retain better candidates and the best manpower to continue competitively in the market. This article identifies E-recruitment methods from related literature and describes how the benefits of online recruitment can have an impact on company recruitment decision making.

Keywords: E-recruitment, types of E-recruitment, Recompenses, and Setbacks of E-recruitment.

1 Introduction

The hiring process, as a Human capital Management function, is the most critically affecting activities of a company's performance and growth. Electronic-recruitment is the activity of recruiting employees using electronic resources, especially the Internet. Electronic-recruitment, also known in the literature as internet recruitment. It involves promoting online job vacancies formally and making potential candidates apply for it. Companies and recruitment agencies have moved their recruitment process from traditional to online so that they can reach many job candidates directly.

The study is to expand the research on recruitment by focusing on e-recruitment and evaluating performance based on new measures that explore pre-hire criteria. This study will provide a brief explanation of the present learning in terms of the reasoning behind the research, based on the gaps identified in the literature. The main use of HR management for the companies over the years has been increasing research contribution within the practitioner, intellectual and media. The future victory of the company is mainly based on the victory of the HR team, which is formed by identifying and attracting quality employees from the recruitment process, which will stimulate the company's growth as a result of the HR skills available in the company.

This study sought to evaluate the online recruitment process that affects the applicant's job selection decision process. Elements of the electronic-recruitment process that have been recognized as a potential influence on recruitment decisions include the impact of those involved in the process, administrative electronic-recruitment policies and organization practices, and electronic-recruitment resources to reach and invite potential applicants.

2 Review of Literature

Efficient human capital management has long been accepted as an important component of the overall success of the business. Recruitment is only one method of human capital management and development. However, this is critical to success because it is the method used to acquire human capital for the company. Recruitment and selection are essential manpower processes where you need to find and retain quality staff that meets the needs of the firm and the company at the same time while reducing the costs in the steps of hiring manpower. The electronic-recruitment process is different from the selection process. The various concepts of electronic-recruitment and hiring are closely related, and one process is difficult to distinguish when conducting research because the other is inevitably affected. Most researchers agree that recruitment is not a one-way process, but a complex, two-way process. When employers aim at being attractive to a potential job applicant, the applicant tries to be attractive to the employer. Assessment of attraction from both sides continues from the starting recruitment process to the ending appointment. The ability to select and retain top employees can move forward to a sustainable competitive for the company. The current study focuses on recruitment rather than choice. However, recruitment is a key contributor to the success of a company because this component defines the applicant population to select the best candidate.

In 1998, Raines, Fretz, and Gerhard found evidence supporting the hypothesis that recruitment experiences often represent overlooked organizational characteristics and positively or negatively impact job applicants. Recruitment is not only an important business process for companies; It also has significant consequences for individuals to fulfill their personal goals. The overall effort to find a "match" between a company's job vacancies with a person looking for a suitable job is affected by the recruitment process, and since work is a significant part of many lives, job choices can impact later on a person's well-being. Rapid advances in innovation-technology have dramatically changed the different ways business is conducted, and this use of reliance on innovation-technology is clearly demonstrated by the number of companies and staff single persons using the Internet connection and electronic-mail. The continued rise of the literature examining the outcome of

technology on business, new technology development, and implementation in business performance is further reflected, including the implications of human resource practices. (E. Galanaki, 2002).

In particular, the acceptance of the Internet by companies as a medium is faster than any other medium in history (Bush, 2002). Although it took more than 25 years for radio as a medium to reach 50 million listeners, this is demonstrated by the fact that the Internet has reached 50 million users in 5 years. (Harris, 2002).

The online recruitment has changed recruitment from the perspective of an organizational and job seeker (Warner, 2005). It is readily acknowledged that traditional recruitment processes are a more time-taking process with long selection cycle times, high amounts per process, and minimal geographic access.

3 Research Methodology of the Study

The study s conceptual based on the existing review of literature conducted recently using the topic.

Traditional Vs Modern Methods

The traditional methods utilize unsupported sources of technology, such as advertising, flyers, spokespeople, etc. to attract as many other applicants as possible to contact the company. (Seeking Candidates). Using written tests for applicants to build a pool of manageable applicants. (Screening). Sorting applicants by telephone and face-to-face communication. (Interview). Making a phone call, setting up a crowd and shaking hands. (Placement)

The modern method uses Companies Reputation, Product image, online technology, and other methods to draw company websites as much as possible. Where the company can present itself. (Searching for candidates). It uses sophisticated, standardized online testing to display employees, and win the applicant pool in manageable numbers (screening). Using an automated selection management system, the most desirable employees can be contacted very quickly before being cut off by another company (Online Interview). Telephone Calling, Meeting and Shaking (Placement Order by email).

Topmost main places to find quality hires

Sources of Quality Hires	2016	2017	2018
Employee referral programs	51%	46%	50%
➤ Social professional networks	29%	31%	42%
➤ Company career website	35%	38%	42%
➤ Internet job boards	41%	35%	37%

Internal hires	27%	31%	32%
Recruitment agencies	19%	19%	20%
➤ Internet resume databases	20%	18%	16%
Company ATS/internal candidate database	13%	10%	14%
College recruiting programs	14%	12%	11%
Print newspapers/trade journals	4%	4%	3%

Sources: **E-recruitment a survey**

Concepts in Modern Recruitment Methods

Scouting: Scouting is the sending of representatives of organizations to various recruitment sources aimed at persuading or motivating employees to enroll for the vacancy. Representatives provide data about the organization and transfer data and clarify the candidate's doubts.

Networking: This is a good job searching technique, which is usually carried out by most HR professionals. Related and lasting relationships over time can help HR professionals gain resources from a variety of disciplines in networking with their peers.

ESOP's: Companies have recently begun to motivate employees by granting them share ownership through their Employees Stock Ownership Programmed (ESOPs). Also known as body shopping candidates leasing activity.

Re-Recruiting: The most eligible or experienced staff knows they are welcome back when they leave the company. They have many reasons to leave organizations like higher wages, a new challenge, or a change of location you cannot afford at this time. But if they are not flexible with the new place, they will always appreciate the old organization. This can also decrease the cost and time of training you have to spend on a newly selected employee. It is certainly not used for all employees.

Event Electronic-Recruiting: Sponsoring events for the candidates looking for. By giving an advertisement, promoting your organization to attract employees and letting them your employees knows what the participants are looking to move forward, you can begin with the suitable employees you can consider hiring.

Every Candidate a Recruiter: This does not mean asking candidates to suggest their relatives and family to the company. It can also be a different way to advertise. Equip each employee with organization profile information and an attractive "We are always looking for the most powerful person" with an organization card. This is especially useful if employees know how to effectively hand over these cards to the most qualified people.

Innovative Electronic-Recruitment Practices in Modern Recruitment Practices

Sending of SMS: Converges give individuals easy choices to send their form by texting the word "APPLY" to an individual's number and receiving a response from the company to continue the application process.

Video Internet: Nowadays, companies also use online video channels such as YouTube and Google Video Portal.

Blogging on Social media sites: Twitter, Facebook, Multiply, HR Link, Side HR, LinkedIn are most of the social media where job ads are advertised.

Advertisement through public or private address system: Although advertising in social media like Radio, television is a powerful source of attracting candidates, the pioneers in this field say that "even the most relevant, competent and competent candidates are not seen". So approaching these employees should be complete after careful consideration, by being impressed, and by wanting candidates to join your company for your career development.

Resume Bank portals: Status with a job description on the job portal and searching for suitable applications posted on-site. Creating a complete online recruitment/application section on the company's own website. Organizations have added a dynamic application form to its website, where passive job seekers can complete their applications to the company's database for consideration in the future, and when roles are available.

Resume Scanners: Restart Scanner is an important benefit that companies offer job websites. This enables candidates to display and filter biotypes with pre-defined criteria and requirements. Job sites offer 24 x 7 accesses to a database of applications for timely hiring by employees. Also, jobs can be updated on the site immediately and are cheaper than advertised in newspapers. Sometimes companies get valuable tips through "passersby" applicants. Online recruitment enables companies to automate the electronic-recruitment process and save time and amount for recruitment.

Recompenses of E-Recruitment

Access information quickly and easily. Reduced cost compared to print advertising. Wide range of job opportunities. Easy access to the internet as an attractive source. For companies, it offers the opportunity to advertise for jobs in global, local or niche markets. Also, job seekers, the term used to attract high-quality employees who are not involved in looking for work. It provides validated and technically good candidates. (Williams, 2008)

The use of electronic-recruitment as a bit of the selection has been jointed to a number of traditional benefits from both candidates and an organizational perspective, which do not apply to most traditional recruitment sources. Access to the browsing for companies and individuals is one of the primary benefits associated with Internet recruitment, as this medium can be accessed at any time and has the least control over who can find information, who can reach people locally, nationally and internationally.

Another benefit cited is the unlimited information that can be provided by this media at a low cost. The ultimate main benefit of Internet recruitment is the increased ability of companies to target inactive candidates, making it difficult to fill jobs or an important recruitment strategy during labour-saving periods. As with all selection sources, there are not only the same advantages associated with the medium but a number of disadvantages unique to the source, which are worthy of debate to ensure that companies use the source appropriately to maximize their positive outcome.

Shortcomings of E-Recruitment

Organizations cannot rely solely on electronic-recruitment. A big applicant pool can have a bad impact on increasing costs in managing pool recruitment systems. In India, employers and employees prefer to communicate face-to-face rather than sending emails. People belonging to minority groups or geographically dispersed should not use this media for vacant raw work. Screening and verifying the potential mapping and reliability of millions of bio-data is an issue & time-consuming.

The challenges that contemporary businesses face today are that the business surrounding is continually evolving into a more complex organization. With international competition e-recruitment, decision making in companies has more and more complex and convoluted. Relatively cheap labor and growing consumerism in developing countries and aging populations in developed countries have put pressure on companies to go global for business opportunities.

This creates challenges for the company's worldwide human resource session to manage a different workforce across expertise, benefits, and compensation. Businesses are pressured to respond quickly to the changing conditions of the business environment, as total labour compensation represents 60% to 70% of public spending. Business intelligence and analysis can advise you to make immediate decisions based on the knowledge gained from the data and the options at hand to improve e-recruitment in the organization. Companies that have successfully implemented business persons can make decisions quickly and accurately. They have better and faster access to key activities and processes that organizations and their operating departments need to continue to meet its goals and objectives. (Anderson, 2002)

Business mind helps businesses to be more competitive. Due to technological advances and regulatory changes, businesses are gathering and saving data at an alarming rate. As the business surrounding continues to change, decision-making in companies has become more increasingly complex. Organizational intelligence enables organizations to make quick and reliable information-based business decisions to overcome these challenges.

4 Discussions

Online recruitment relies on a long-range of information, communication technologies and access to the general public at all times. E-recruitment has acquired a radical cultural and behavioural shift within the HR department and the potential candidates. Although there are numerous organizations and candidates who use e-recruitment, there is still much potential to advance the understanding of e-recruitment. Incidentally, looking at technology can restrict research to establish economic rationales and changes in practices to automate the online recruitment process, while technology plays a wider social role and can affect the lives of individuals and organizations.

A good understanding of the organizational concept of e-recruitment can be achieved by studying the external surrounding and a community in general and how it affects the organization of e-recruitment and an organizational perspective. Further studies of how different elements of organizing online recruitment add to the effectiveness and effectiveness of the recruitment process will shed light on which elements are more main than others. Therefore, research on how, why and why online recruitment increases the effectiveness of corporate recruitment, and how specific Internet recruitment methods contribute to this company's growth.

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