

A Study of E-Recruitment: From the Perspective of Job Applicants

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Abstract: *E-Recruitment is the current trend in the recruitment process and it has been adopted by many large and small organisations as the role of human Resource manager in the recruitment process is changing, with line managers becoming more involved in dealing with specific job openings and human resource manager taking on a more co-ordinating and strategic role. Increased use of e-recruitment methods and systems is helping to facilitate this trend by eliminating much of the routine administrative work involved in recruiting and allowing human resource manager to more easily monitor and track recruitment related activities. E-Recruitment has great potential to any organization as it's up to date recruiting method provides current information; open up geographical borders searching for talents and is time and cost saving. This study examines the use of e-recruitment amongst the job applicant of final year MBA student's in Pune and will also study the attributes promoting job applicants to apply on-line. The study reveals that the use of e-recruitment have made easy for the job applicants to search and find an appropriate job that meets their expectations. Further it also reveals that the most important attribute encouraging job applicant to apply on-line is a strong organisational culture which allows potential applicants to assess their fit with companies' culture and good reputation.*

Keywords: *e-recruitment, job portals, organisational culture, database management, job aspirants.*

Introduction:

With the advancement of new technology people use a wide range of internet for everything such as online shopping, online banking transactions, etc. because it's cost effective and saves time. Technological advances have streamlined almost all business operations, including recruiting. The rise of computer technology and the Internet has changed the way businesses compete. One area that has been changed drastically by information technology is e-recruitment. E-recruitment is an important part of the recruitment strategy for an organisation. E-recruitment is also known as "online recruitment", "web-based recruitment", "recruiting on the internet" and electronic resume. E-recruiting is not merely recruiting using other electronic but includes those practices and activities carried out by the organization with the main purpose of identifying and attracting right candidate, the selection process being based on sound and credible criteria, and the tracking process being able to integrate with existing system. Many organisations are using e-recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. Online recruitment is the process of finding and hiring potential candidate for a job opening, in a timely and cost effective manner using the internet. The beauty of online recruitment lies in its accessibility and ease of use. It is the charisma of online recruitment that you can search for job twenty four hours a day and seven

weeks a day. Online recruitment today is vital for recruiters and employers who use job portals as the main source for headhunting, where they can easily access to the job applicants and job applicants can easily find the job as well recruiters on these career sites. So job portals and career sites are the two edges of the recruitment equalizer. E-recruitment have crossed the geographical boundaries so that job seekers can search for the jobs around anywhere on the globe. Connecting the job seeker and the employer become easy, fast and cost effective thus mobilize the recruiting process.

Review of Literature

Pavitra Dhamija (2012), enlightens that e-recruitment influences every aspect of human resource management which refers to posting vacancies on the corporate website by allowing applicants to send their resumes electronically through an email or in some other electronic format. This e-recruitment system has helped to reduce much of the routine administrative tasks involved in recruitment.

Aakash Gopalia (2012), discusses about the effectiveness of Online Recruitment and Selection Process by indicating in terms of reducing time to hire, saving recruitment and administration cost, helping companies in developing competitive edge, market image and attracting quality candidates.

Dr. Ankita Jain and Ankita Goyal (2014), writes about e-recruitment strategies used by the organisation such as Job Portal and In-Build websites to hire the candidates. Usually Job Portal is preferred as it helps in getting a pool of potential candidates in their organization that permits to post the job requirement for the vacancies to be filled and to advertise the company's brand name on the portal.

Jayanty Kuppusamy and Jaya Ganesan (2016), published paper on e-recruitment among *generation Y* job seekers which states that to ensure effectiveness of e-recruitment the organisation should focus on the factors such as adaptability of hiring time cycle, the accessibility of information, the accessibility of internet, the usability of website, and cost effectiveness. As Generation Y has grown up with the internet, they are tech savvy, are active in searching for jobs in the job market and this factors prompts them to apply through online recruitment either through job portals or company website.

Maryam Taresh Saif AlMarri (2015), examined the impact of print advertisement and website on candidate's attraction by indicating how these recruitment workouts corporate with each other. The studies show that websites have strong influence in attracting potential candidates compared to print advertisements. The study reveals that websites and printed advertisement promotions have an indirect impact on candidate attraction that is intervened by business information. Also, printed promotions complement the positive outcomes of web and, therefore, the synchronous utilization of various recruitment exercises directly impacts candidate interest.

MD. Hosain, Kazi Ullah and Md. Mohsan Khuri (2016), examined the impact of e-recruitment on the attitude of the job seekers' perception and their intention to pursue the job. The finds of the study shows that internet is the most preferred source to search job. The effectiveness of e-recruitment depends upon the placement of advertisement where perceived advantages and ease of use have significant impact on candidates' interest to apply for a job and therefore the HR practitioners need to understand the perception of potential candidates which will prompt them to apply for a job online.

Boşcai G. B. (2017), suggested that the online recruiter must encourage a strong employment brand in online environment by possessing the ability for database management, web design, and skills to use and select an appropriate software in order to solve specific recruitment problems and to attract talented employees which can provide long-term competitive advantage to organization with minimal resources.

Ms. D Shahila & Ms. R. Vijayalakshmi (2013), in the article published on e-recruitment highlights the challenges of e recruitment from employers and job seekers point of view such as difficulty in finding appropriate candidate, competition with competitors for good candidates, negotiation, transparency of system, difficulty in judging companies working culture.

Piana Monsur Mindia, Md. Kazimul Hoque (2018), Analysed the effect about how e-recruitment and internet is influencing the recruitment process of multinational companies. The study reveals that the traditional methods of recruitment had been revolutionized by the advent of the Internet. E-recruitment has changed the way jobs are applied for and has become so simple that anyone can do it. The Internet and e-recruitment therefore face a very bright future. The authors suggested that the traditional methods should not be replaced by the e-recruitment, it should supplement, as e- recruitment helps to reduce the cost and time and also to easily recruit to the staffs.

From the review of literature an inference can be drawn that E-Recruitment has helped organisations to automate recruiting and staffing activities for better quality candidate, efficient hiring, increased workforce productivity, and better business performance. In addition, advances in security and availability have set the stage for organizations to transform the way they attract and hire quality talent. On the basis of the review of literature following objective were framed to re-examine the usage of e-recruitment amongst the job applicants and the attributes promoting to apply on-line in B schools.

Objectives of the Study:

To understand the various sources used for e-recruitment.

To examine the use of e-recruitment amongst the job applicant of final year MBA students from B school in Pune.

To study the attributes that promotes the job applicant to apply on-line.

Research Methodology:

This study is a descriptive research and data was collected through observation, interview and well-structured questionnaire-

Sample Size: The sample for the study consist of 52 job applicants of final year MBA students from B school, Pune.

Sampling Technique: Non Probability- purposive sampling technique.

Data Analysis: The data collected for the study was analysed using frequency and percentage method on the basis of demographic profile and attributes of e-recruitment.

Table No. 1. Demographic Profile:

Parameters	Variables	Frequency	Percentage
Gender	Male	32	62
	Female	20	38
	Total	52	100
Age group	21-25 years,	46	88
	26-30 years,	6	12
	31-35 years	0	0
	Total	52	100

Referring to table No. 1, it can be interpreted that 62percent of the respondents are male and 38percent are female belonging in the age group of 21-25 years pursuing their final year MBA from B school.

Table No. 2. Attributes of e-recruitments:

Attributes	Variables	Frequency	Percentage
Time period of using the e-recruitment sites	Less than a year	11	21
	1-3 years	36	69
	3-5 years	5	10
	5 years and above	0	0
	Total	52	100
Usage of E-Recruitment	Always	0	0
	Most of the time	36	69
	Depending on the level of job opening	13	25
	Rarely	2	4
	Never	1	2
	Total	52	100
Using e-recruitment sites helps to get Job updates	Strongly Agree	5	10
	Agree	44	85
	Neutral	3	6
	Disagree	0	0
	Strongly Disagree	0	0
	Total	52	100
Using e-recruitment sites increase the chances of finding an appropriate job	Strongly Agree	7	13
	Agree	44	85
	Neutral	1	2
	Disagree	0	0
	Strongly Disagree	0	0
	Total	52	100
The attributes promoting to apply on-line	Information about the job	12	23
	Information on the organisation	7	13
	Insight into company culture	29	56
	All Above	4	8
	Total	52	100
Parameters considered	Active Resumes	3	6

in selecting a Job Portal	Relevance of the profiles	2	4
	Popularity of the portal	3	6
	User friendly interface	4	8
	All above	40	77
	Total	52	100
Best job portal for recruiting	Naukri.com	36	69
	Monster.com	11	21
	Shine.com	0	0
	Timesjobs.com	5	10
	Others please specify	0	0
	Total	52	100
Best social networking website to use for recruiting	LinkedIn	34	65
	Facebook	7	13
	Twitter	5	10
	MySpace	1	2
	Google+	3	6
	Instagram	2	4
	Total	52	100

As far as attributes are concerned, the survey (referred to table no. 2) reveals that 69 percent of the respondents are using e-recruitment sites from 1-3 years most of the time to discover and apply for new positions more regularly and depending upon the level of job opening. Majority of the respondents agree that the usage of e-recruitment sites helps to get job updates through e-mail and text message service which is also available on the mobile phone from where they can receive and apply for the job immediately. E-recruitment sites have made easy for them to search and find an appropriate job that matches their profile, location, essentials skill and the most important part is the salary aspects.

The website content and website stylistic features are the attributes promoting their awareness and attraction towards the organisation to apply for job opening. In addition to this, the most important attribute encouraging them to apply on-line is a strong organisational culture that allows potential applicants to assess their fit with companies' culture and good reputation.

77percent of the job applicants prefer job portals to post their resumes as it is user friendly interface, profiles in the portals get some relevance, their resumes stay active their and are able to select portals according to their popularity.

69percent of the respondents are of the opinion that Naukri.com is the BEST employment portal. A registered job applicant have access to unadvertised vacancies with head-hunters and receive only relevant openings relating to profile searched across Naukri and corporate websites by having access to dedicated customer service team to resolve queries. Naukri.com has a larger database of companies and employees. The responses are quicker, jobs are legitimate on Naukri.com. Whereas 21percent prefer monster.com that helps to filter the jobs of their choice and receive job updates immediately in their mailbox. And 10percent prefer TimesJobs.com to get latest job updates or even apply through mobile phones.

65percent of the job applicant prefer LinkedIn the best social networking website use for recruiting because those students who leverage the skills and experience from their college life gain more opportunities empowering them to be in charge of being visible to perspective employers. LinkedIn also provides a space in the summary section where you can write an entire summary demonstrating your personality and why you would be an asset to a prospective employer. It also facilitates to add multi-media such as video's, images and upload research papers that won best grade at international, national or intercollegiate level. All these components add to the credibility. Facebook and Twitter were cited as the second and third most popular options. 6percent of respondents have a profile with Google+, 4percent with Instagram and 2percent with MySpace.

Major Observations:

- 70% of the respondents are male and 30% respondents are female. They belong to the age group of 21-25 years.
- 70% of the respondents most of the time use e-recruitment to discover and apply for new positions more regularly and 30% of them use e-recruitment depending on the level of job opening.
- Website content such as organisational and job-related information as well as a strong organisational culture are the main attribute's that allows potential applicant to assess their fit with companies' culture and good reputation.
- Majority of the job applicant prefer LinkedIn the best social networking website to use for recruiting because of its credible features, whereas Facebook and Twitter were cited as the second and third most popular options.
- 70% of the final year MBA students are of the opinion that Naukri.com is the BEST employment portal as responses are quicker and jobs are legitimate on Naukri.com.
- Majority of the respondents have strongly agreed that using e-recruitment sites have made easy to search and find an appropriate job that matches their profile, location, essentials skill and the most important part is the salary aspects.

Conclusion: It can be concluded that the use of e-recruitment impact significantly businesses as well as job applicants who utilize this method in the hiring process and job search. Therefore providing clear recruitment information becomes essential as it affects more applicants' intentions to seek employment with company. Especially, job applicants find many favourable reasons to use e-recruitment including company brand experience, lowering searching costs, secured system, sometime interactive relation with employers and helps them determine proactively if they are a cultural fit to the organization, and whether to apply. Thus, company and career websites should include and communicate the right amount of real, authentic and relevant information to attract potential applicants.

Future Scope of the Study: The analysis was an attempt to understand the e-recruitment perception among the job aspirant. As the sample size for the study was small, the research can be enhanced further with large sample size for better results with more attributes.

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