E-Recruitment Practices in Indian Corporate Sector
(A case study on selected sample Companies)

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Abstract

In the present day's the world has been depending on technology, this technology penetrated in the HRM functions activities, such as recruitment and selection, this traditional recruitment method replaced with modern recruitment methods with help of technology called "E-Recruitment" is the use of internet-enabled recruitment practices to hire the require and needed skills employees into the reputed organizations. E-recruitment also known as online staffing and it is the fast replacing the traditional recruitment practices methods in every organization in the developed nations, as well as in India. The study is focused on the technology based recruitment practices in Indian corporate sectors and comparison on Modern Recruitment (E-recruitment) practices with the traditional recruitment practices in Indian corporate sectors after globalization. And also this study identifies the overall growth and development of e-recruitment practices in selected corporate sectors and also studies whether it's challenging for the recruiters and relevant advantages & limitation of E-recruitment practices in Indian corporate sectors. The data will be collected through secondary sources like job portals such as Noukri.com and Monster.com reports and magazines for the period of 2012-2017.

Keywords: **Online Recruitment, Corporate sectors, Globalization, Job seekers, Recruiters.**

Introduction

The main aim of this research paper is to study the growth and development of E-recruitment trends and comparison the traditional recruitment practices with new technology based recruitment (E-Recruitment) in Indian corporate sectors such as Banking, telecom, oil, gas & Chemical, travel and tourism, healthcare, government/PSU, BPO, Garments and textile, IT & Software, Insurance, Pharmacy, Agriculture, Construction sectors in the present corporate scenario. E-recruitment is the use of internet-enabled techniques to hire the required employees. E-recruitment is fast replacing the traditional methods of recruitment in the developed world as well as In India, E-Recruitment refers to posting vacancies on the company website or an online recruitment vendors' website. With help of E-recruitment practices, organizations are going to recruit the required/needed manpower quickly into their organizations in this process they accept the job aspirants or job seekers resumes electronically through an email or in some other registration formats. With the help of e-recruitment methods they can reduce much of the voluble time and cost, other routine administrative tasks involved in recruitment process.

Objectives of the Study

1. To study the growth, trends and practices of E-Recruitment in Indian Corporate sector through selected job Portals such as Noukri.com & Monster.com.
2. To compare the e-recruitment with traditional recruitment practices in selected Indian Corporate Sectors.

Research Methodology

This research paper is based on purposive study. The data have been collected on the basis of performance; growth and development of E - Recruitment process, the main importance of this study the benefits of e–recruitment practices for job seekers as well as give some suggestion through this study to the recruitment agencies of Indian corporate sectors. The data resource of this study is secondary data; the required data have been collected from monthly reports of selected job portals such as Noukri.com & Monster.com, for the period of 2012-2017 financial years. Internet, journals & magazines etc. The study is confined selected corporate sectors as a sampling organization. I have taken 15 corporate sectors as sample size for this study in overall India. The data will be analyzed with the trends liners analysis method, correlation analysis method, same Correlation Analysis by using the R-Programming used for this study.

Data Analysis

The data has been analyzed with the available data which was collected by the selected job portals such as Noukri.com; Monster.com monthly reports from the Descriptive statistics have used to summaries the data. Frequencies, percentages (proportions) were used to establish the number and proportions of firms using each of the online practices. Simple tables and cross tabulations were used for this study.

E-Recruitment in Indian Scenario

The internet first emerged as a recruiting tool in the mid-1990s and was hailed by the popular media as the driver behind a "recruiting revolution" due to the benefits it could have brought for recruiters (Boydell, 2002). This internet based recruitment process predicted that several industries' "future is on the net" (Edgeley, 1995) and that the internet had brought radical change to corporate recruiting (Cappelli, 2001). "E-Recruitment". Also known as "Online recruitment", it is the use of technology/ web based tools to assist the hiring process. Online job search and recruitment activity have vastly expanded globally since the year 2000. In India there are several Despite the challenges of a lower Internet penetration in India, the technology based recruitment activities is likely to pick up momentum. Now a day's the Job requirements notifications are posts regularly on online communities like Forums, Blogs, and other websites where IT professionals frequent on a day 2 day basis, Individual Recruiters are aggressively using social networking sites such as Linkedin, Orkut, Facebook,Yahoo-360, Google+ for sourcing qualified candidates.- Regarding the interview process. Online Career events are already being hosted by a couple of Job Portals in India such as Noukri.com and Monster.com.

Overall growth of E-Recruitment (online Recruitment) Practices (2012-2017)

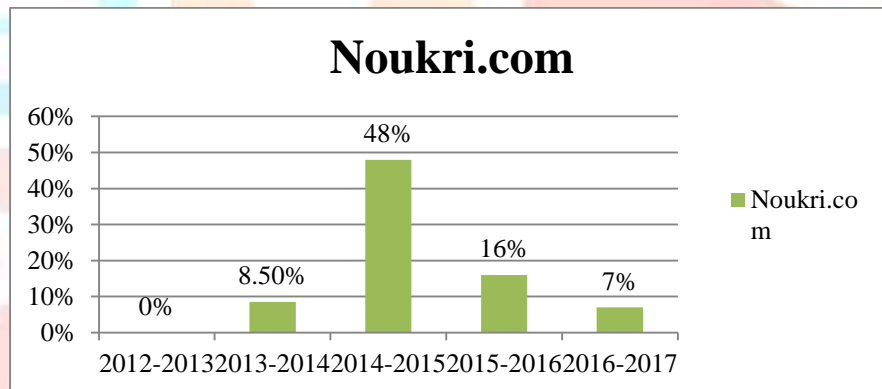| Name Of The Job Portal	2012-2013	2013-2014	2014- 2015	2015-2016	2016-2017
Noukri. Com (Hiring Level) Growth Rate (Y-O-Y)	948	1029	1521	1759	1876
	0	8.5%	48%	16%	7%
Monster (Hiring Level) Growth Rate (Y-O-Y)	130	133	154	218	248
	0	2.30%	16%	42%	14%

Figure: 1

Figure: 2

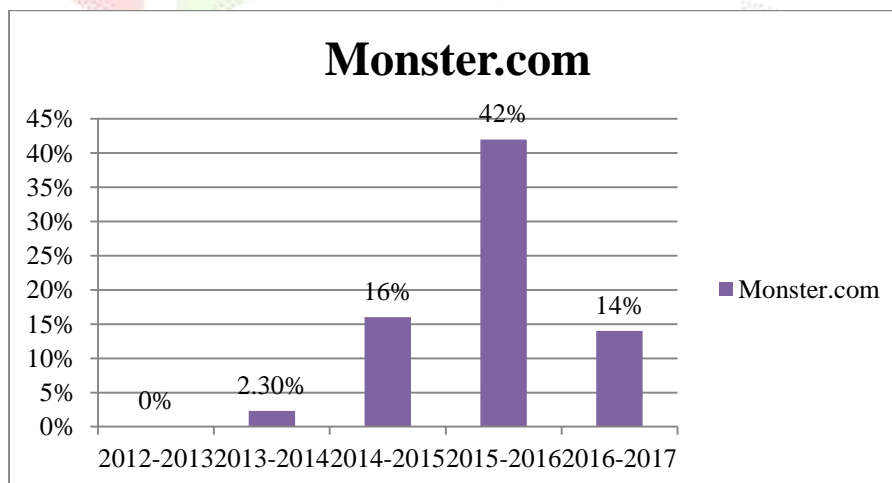**Source:** Monthly Job Speak Index reports of Noukri.co & Monster.com
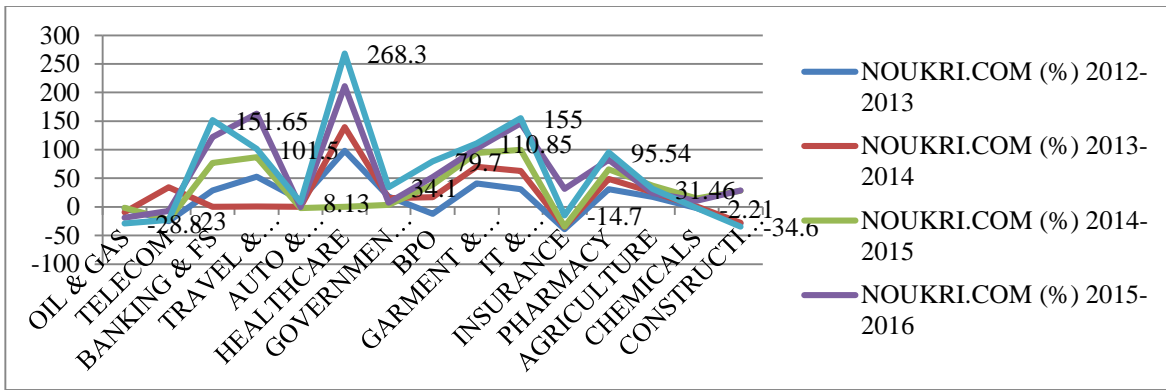
Data interpretation

Here in this analysis part the data have been collected from the all job employment index reports, it's compared with previous financial year report. Above table shows that the noukri.com 2012-2013 overall hiring rate is considered as affected year in the same way the year of 2014-2015 financial year 1521 hiring rate is high and also this year growth rate is highly 48%, When we compared with previous financial years of 2014-2014 financial year the hiring rate is 1029 the growth rate is 8.5%. so as the monster.com is 2012-2013 financial year overall hiring rate is considered as affected year in the same way the year of 2015-2016 financial year is got 218 hiring rate is high and this year growth rate is highly 42%, when we compare with financial year 2014-2015 got 154 hiring rate is 16%. Finally the noukri .com is most effective job portal compare with monster.com.

**E-Recruitment trends across Indian Corporate sector (2012-2017)**

Name of the Sector/Industry	2012-2013		2013-2014		2014-2015		2015-2016		2016-2017	
	Noukri	Monster	Noukri	Monster	Noukri	Monster	Noukri	Monster	Noukri	Monster
Oil & gas	-2%	-2.31%	-9.32%	18%	-1.47%	-28%	-19%	34.85%	-28.8%	28%
Telecom	-25%	-0.33%	34.31%	18.89%	-22.57%	22.32%	-7%	28.4%	-23%	26%
Banking & FS	29%	-4.02%	31.57%	11%	76.76%	40%	122%	14.63%	151.65%	18.23%
Travel & Tourism	53%	10.60	83.62	28.22%	86.91%	26.2%	162.85	29.56%	101.5%	32.6%
Auto and Ancillary	12%	6.91%	-3.61%	-13%	-2.06%	2%	-0.16%	4.82%	8.13%	5.26%
Healthcare	98%	14.67%	139.51%	22%	158.4%	18.9%	211.12%	36.86%	268.30%	38.86%
Government / PSU	18.35	-8.96%	15.45%	6.8%	3.59%	5.8%	7.70%	3.8%	34.10%	4.9%
BPO	-12%	0%	17%	8.3%	38.55%	6.7%	52%	16.82%	79.7%	22.26%
Garments &textile	41.31%	20.64%	70.23%	24.36%	94.21%	28.63%	102.06%	8.9%	110.85%	11.2%
IT& Software	31%	0.42	62.6%	26.32%	99.86%	32.45%	146%	52.32%	155%	66.26%
Insurance	-39%	-4.02%	-35%	11%	-34.70%	8.52%	31.43%	12.87%	-14.7%	10.89%
Pharmacy	31%	14.67%	49%	22%	65.4%	26%	82.41%	-20.5%	95.54%	-16.23%
Agriculture	17.5%	3.29%	25.94%	-10.23%	37.35%	-12.89%	24.44%	16.55%	31.46%	18.36%
Chemicals	-2%	-1.40%	-0.6%	-14.62%	-14.65%	-18.56%	-10.62%	-20.26%	-2.21%	-22.6%
Construction	-29%	-6.03%	-28%	-8%	-27.95%	-12.32%	29%	-16.36%	-34.6%	-12.45%

Source: Monthly Job Speak Index reports of Noukri.com & Monster.com

Noukri.com Trends and Growth during the year of 2012-2017

Monster.com Trends and Growth during the year of 2012-2017
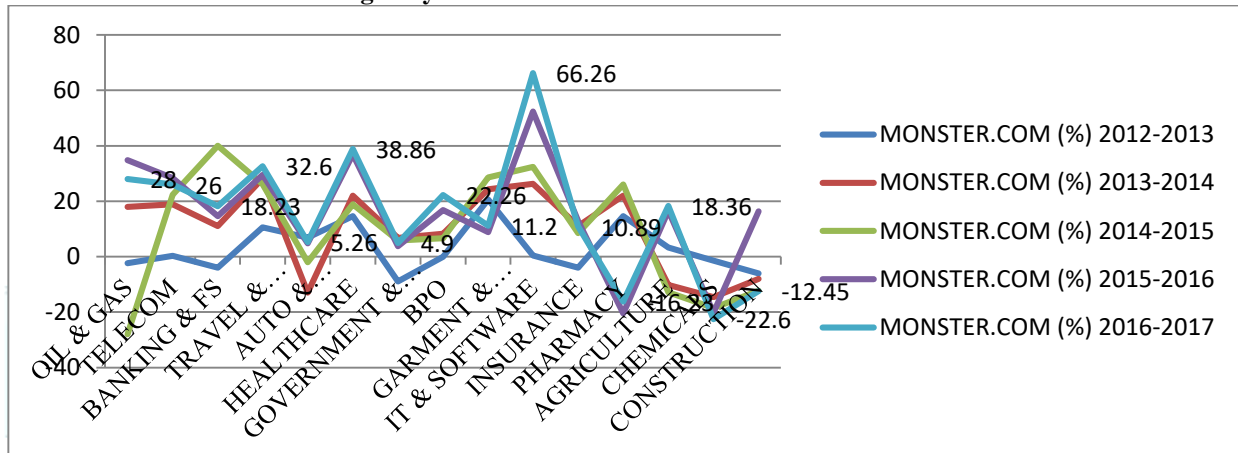

Data interpretation

Here in this analysis part the all the data have been collected from the selected job employment index reports of Noukri.com and Monster.com, I have taken the base year is July 2008 for Noukri.com. In case of monster.com, I compared with previous financial year report. Above table shows that E-recruitment growth rate is in Indian industry sectors the health care sector is in high opportunities with (98%) & oil and Gas/ chemical sectors is low opportunities with (-2) in noukri.com, in the similar way in Monster.com garment & textile industry has got high priority with (20.64%) and BPO sector with (0%) low level activity in the financial year of 2012-2013. In 2013-2014 financial years in Noukri.com health care sector high level recruitments with (139.57%) & oil and Gas/ chemical sectors is low opportunities with (-0.6%) in the similar way of Monster.com travel and tourism sector have recruitment opportunities with high position with (28.22%). Construction sector got low level recruitment opportunities with (-8). In the financial year of 2014-2015 in Noukri.com health care sector high level recruitments with (158.4. %) auto and Auto Ancillary sector low level opportunities with is (-2.06.%) in the similar way of Monster.com IT & ITes Sector has got (32.45%) Auto and Auto Ancillary sector low level opportunities with (-2%). In the financial year of 2015-2016 In Noukri.com health care sector high level recruitments with (211.12%) & Telecom sector low level opportunities with (-7%). in monster.com IT & ITes Sector has got high level opportunities (52.32%), Government and PSU sector got low level E-recruitment Opportunities with (3.8). in the financial year of 2016-2017 in Noukri.com the Health care sector has got high preference with (268.38%), chemical and Gas industry has got low lever e-recruitment opportunities with (-2.21% in the Monster.com IT & ITes Sector got (66.26%), Government and PSU sector got low preference with E-recruitment opportunities with(4.9). Finally the noukri .com is most effective for the favour of sector in Health care industry. If we compare with monster.com in this job portal IT & ITes Industry most preferable in the process of E-recruitment Practices.

Correlation analysis of E-recruitment Results between Noukri.com and Monster.com

Name of the Sector/Industry	2012-2013		2013-2014		2014-2015		2015-2016		2016-2017	
	136%	75.67%	582.07%	10%	37.18%	10%	1137%	13.55%	38.82%	15%

YEARS	NOUKRI.COM	MONSTER.COM	CORRELATION RESULTS
2013	1.36	0.7567	
2014	5.8207	0.1	
2015	0.3718	0.1	-0.28559
2016	11.37	0.1355	
2017	0.3882	0.15	

Correlation analysis of E-recruitment results between Noukri and Monster by Using the R-Programming
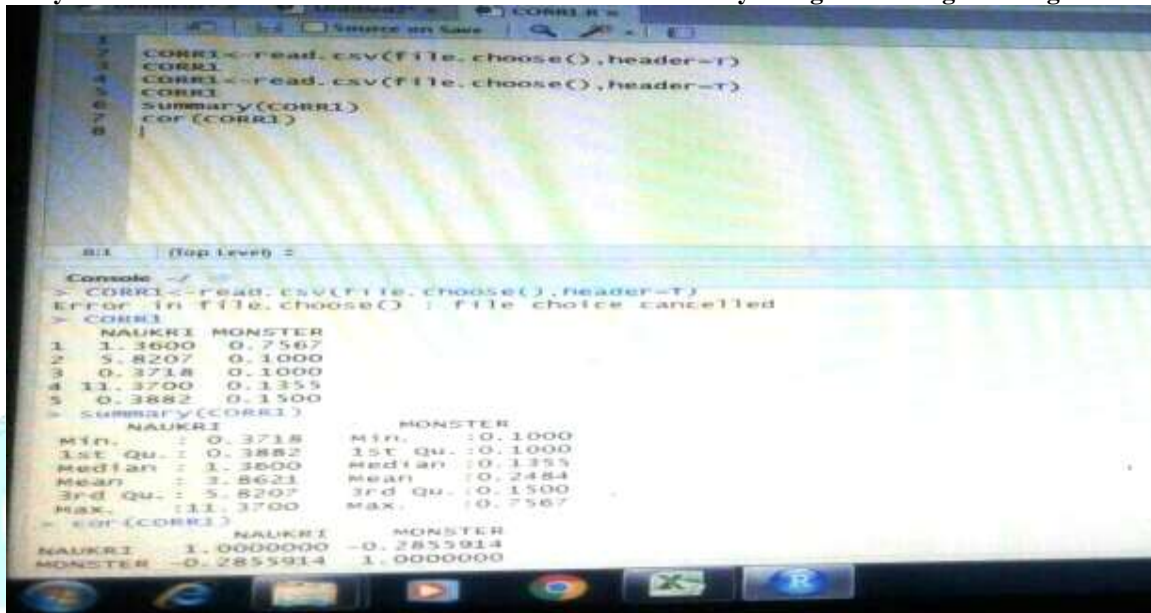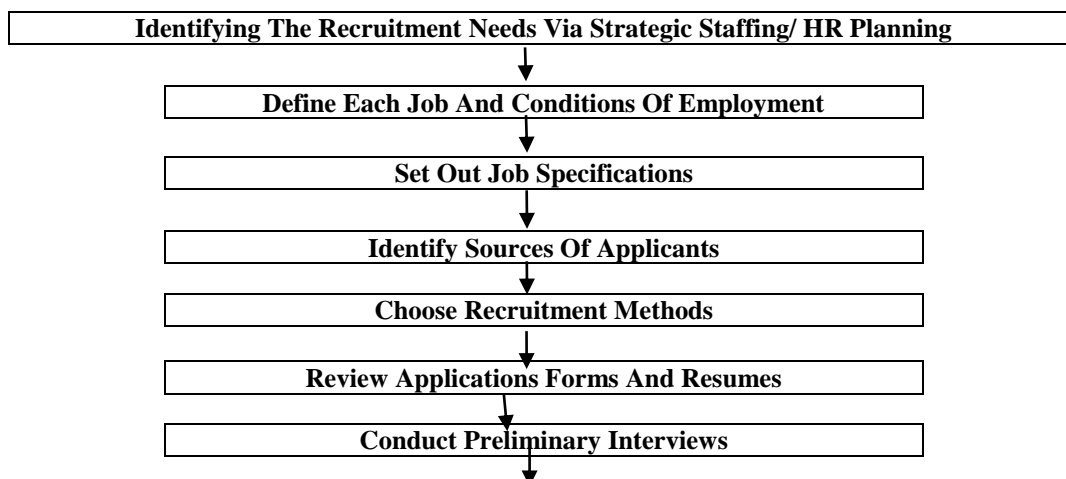

The relation between the E-recruitment of noukri.com and monster.com during the year of 2012-2017, when we compared with each other negative result has appeared.

Difference between Traditional Recruitment and E-recruitment Practices

Traditional Recruitment Practices

 Manpower is the most important resource of every organization, without employees organization cannot exist. Recruitment is the process of find out the best qualified employees and attract them to apply for the job vacancy in every organization through recruitment process methods such as human resource planning, job advertising, recruitment, selection, induction, performance appraisal, training & development, several HRM functions. In this traditional recruitment process is more expensive, all staff has to be gathered and worked in proper of the recruitment activities, this traditional recruitment process firstly, they have to be measured the needed or required Human Resources through the Human resource planning, by using the advertisement tools, such as news adds, announcements, pamphlets etc, this process is with high risk and expensive.

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Identifying The Recruitment Needs Via Strategic Staffing/ HR Planning
                              ↓
        Define Each Job And Conditions Of Employment
                              ↓
               Set Out Job Specifications
                              ↓
              Identify Sources Of Applicants
                              ↓
               Choose Recruitment Methods
                              ↓
          Review Applications Forms And Resumes
                              ↓
             Conduct Preliminary Interviews
                              ↓
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> **Prepare A Short List Of Qualified Applicants**
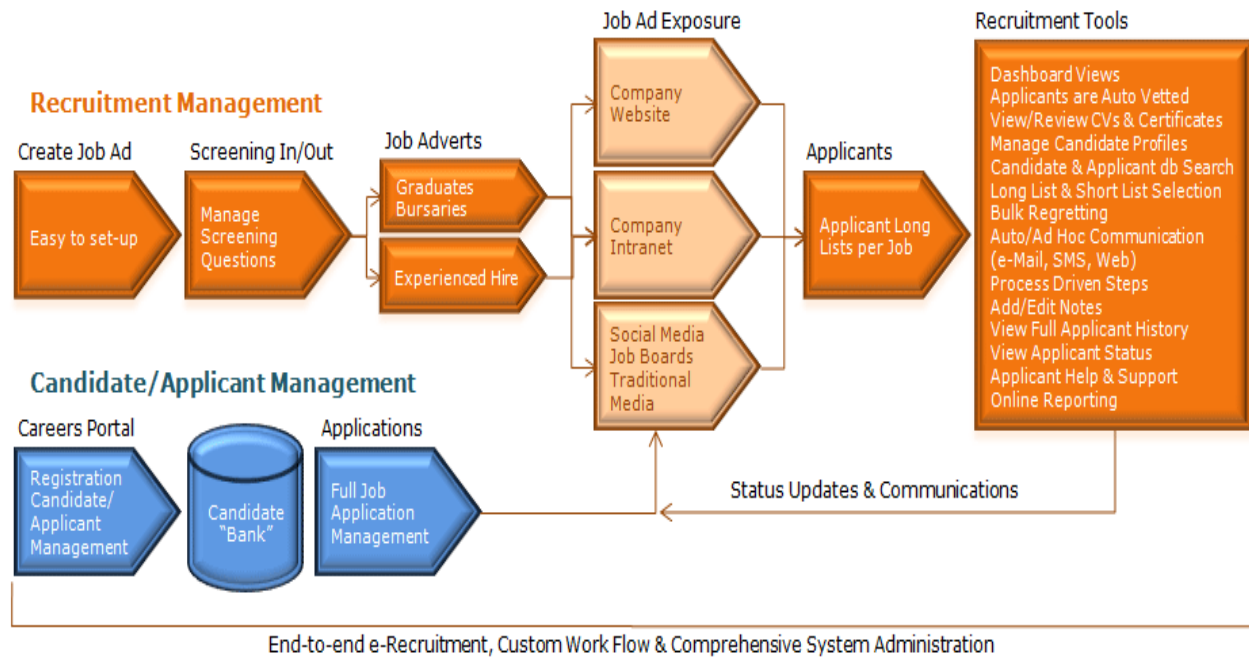
Source: Hall.T Douglas (Human Resource Management)

Revolutionary change of Traditional recruitment with E-recruitment

The traditional recruitment methods were revolutionized changes with emergence of Internet activities such as technology based recruitment (E-Recruitment) practices in current scenario in Indian corporate sectors. This revolutionized changes in recruitment methods in several corporate sectors such as large and small sized corporate sector accepted and adopted the online recruitment methods in present and future aspects of recruitment process. Many companies use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail, call them for online test and interview process.
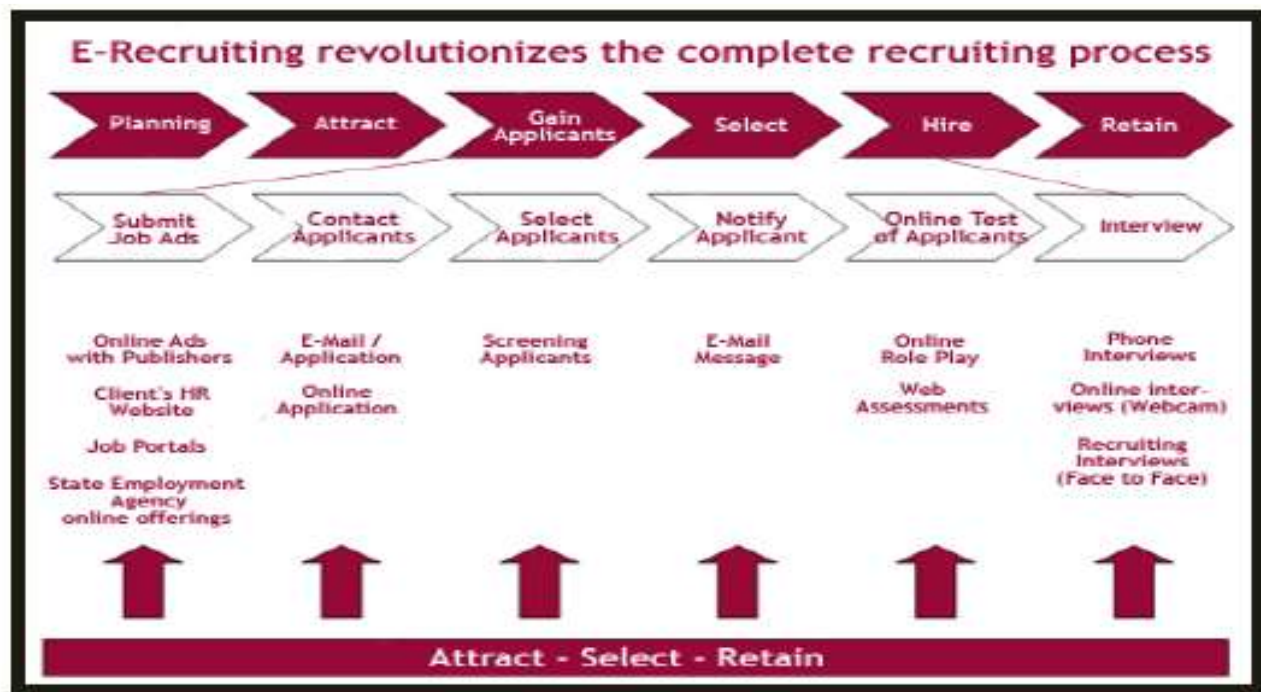
E-recruitment Practices

E-recruitment is also known as online recruitment; by using the technology enabled hiring process in every organization. By using this method, a candidate who is applying for an advertised position forwards their CV and a covering letter electronically to the advertiser's website. That particular CV is retrieved by the advertiser and screened among the other CV's received from different candidates, after scrutiny process, call them for online test which will going to be conduct by the advertised organization. After then shortlisted the candidates and call them for online interview process in proper way of technology based recruitment activities.

End-to-end e-Recruitment, Custom Work Flow & Comprehensive System Administration

sources	Traditional Recruitment	E-Recruitment
Brand and Image	With help of best recruitment practices in every organization, automatically organization image and brand will be in high position in future	With help of Technology based recruitment practices in every organization, improve the corporate image and profile
Cost and Time	This traditional recruitment process is more expensive and to complete the recruitment process in every organization it will be taken much more time	Recent trend of E-recruitment process in every organization, if we compare with traditional recruitment process through this technology based recruitment process We can reduce the recruitment process cost
Administration burden	In this traditional recruitment process all administrative staff has to be hard worked, to finish the process of recruitment in proper way.	In this E-recruitment process all administrative staff needn't hard work to finish the recruitment process, with the help of Technology based recruitment process we can reduce the administrative burden.
Interaction/ Complaint	In this traditional recruitment process interaction/complaint facility between job seeker/ job applicants and Recruitment Management is very long process and they have to be surrounding the proper office premises	In this E-recruitment process the interaction/ complaint facility provided by the organization, they will be given the online interaction/ complaint and modification facility for the purpose of job seeker/ job applicants
Job advertisements	In this traditional recruitment process required/needed job advertisements will be advertised by the News paper, announcement, several aspects, such as pamphlets etc. this process is high expensive.	In this E-recruitment process required job advertisements will be advertised by Technical aspects of Online job posts, online advertisements, this process Is low expensive if we compare with traditional recruitment process
Accepting the resumes	In this traditional recruitment process, accepting the resumes and application through the post, and directly by hand giving process, sometimes the postal service posts are not reach the organization in time or late process	In this E-recruitment process, the proper organization, they accepting the resumes and applications through online posting the resumes and application process in time through registration process in 24/7 available service system.
Fees paying facility	In this traditional recruitment process all the needed fees paying system with high risk, in this process they have to be depend on challanas, DD, process they have to be surrounding bank premises for paying the fees	In this E-recruitment process all the needed fees paying by online transaction facility, when they are going to applying for the job position, easily paying the required fees through online payment gateway system by Debit, Credit cards, Transfer the amount, Paytm system process.

Forecast the E-recruitment (online Recruitment) Revenue Global estimates

The Global Online Recruitment Market Research Report announced that it is a professional and in-depth study on the current state of the Online Recruitment market. Annual estimates and forecasts are provided for the period 2016 through 2021. Also, a five-year historic analysis is provided for these markets. The global market for Online Recruitment is expected to reach about $ 29783 million by 2021 from $ 20897 million in 2016, registering a Compounded Annual Growth Rate (CAGR) of 7.34% during the forecast period, 2016-2021.

Top Noted E-Recruitment Job Portals in India

After Information revolutions in India most of the job seekers are interested to going on online recruitment process like E-recruitment process. Through this recruitment process easily job seekers can search the job posts and notifications through corporate websites or organization own sites or several third party recruitment agencies like job portals such as below mentioned job portals in India. In the process of online recruitment process they can register or sending the Resumes and CV' in proper way. Through this process they can easily apply for posts which will be announced/ noticed required qualification, skills, place and cadre of posts by email alerts to users/job seekers.

Naukri.com	Careerage	Glassdoor.co.in
Monster	WisdomJobs.com	FreeJobAlert.com
Timesjobs	Iimjobs.com	Shine.com
Noukrihubs	Freshersworld.com	Jobstreet.co.in
Carrerjet	Indeed.co.in	

CONCLUSION:

The main aim of this Research paper is to study the to compare the Traditional recruitment practices with New Technology based recruitment practice like E-recruitment Practices and to study the overall growth and development of E-recruitment practices in Indian Corporate sectors finally this study concludes that researcher correctly said that recruitment is not only about hiring process to select right candidate in organization. With the help of recently recruited employees try to enhance the growth and development organization by productivity, through employability activities. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. E-Recruitment has proved to be important part of the recruitment strategy when if we compare with traditional recruitment practices in Indian corporate sectors. E-Recruitment has provided some remarkable benefits in terms of cost and efficiency. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended for future.

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