"Role of HR in E-Recruitment"

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Abstract:

One of the most important departments of any modern enterprise is the Human Resource (HR) department. Many research studies to date have concluded that the department of HR plays a major role in any organization's performance. Recruitment is of particular importance among the different tasks required to be carried out by an HR department, when it applies to "bringing people into the organisation." The purpose of this research paper is to examine the effect of recent technological advances (in particular the idea of e-recruitment) in the sense of recruitment and how modern-day HR managers have been facilitated. One of India's biggest and fastest growing industries is the private sector. And private companies operating in India are commonly believed to have well-established HR departments that appear to use modern technology to support them with recruitment activities. It is therefore only logical to test the efficacy of this technology through the example of the Indian private sector.

Key words: HR Policy, E-Recruitment, Role of HR

Introduction:

The word recruiting is the process of identifying and choosing an applicant who is well suited to a job opening in a timely and cost-effective manner in the sense of human resource management. Basically, it is the method of recruiting an applicant who is most appropriate for a specific position. It is incredibly important for every organization to choose the right candidate. Since it is very difficult to repeatedly go through the rigorous process for the same job position, as it requires energy, time, cost, and money. The process of recruiting an applicant must be performed in a perfect & competent way, either internally or externally. It is the whole process that starts with the identification of the company's needs with respect to the job & resources and ends with the hiring of a company applicant. What automatically comes to our minds when we think of the recruitment process are the activities such as evaluating the criteria for a specific position, to attract The candidates for the specific job, the candidates' screening and the selection of the best applicant for the appropriate job from among them. They must properly execute and forecast the virtual hiring strategies before the company hires applicants to decide how many individuals they currently need.

OBJECTIVES:

- To identify the perception of employees toward E recruitment.
- To know the recruitment process.
- To understand the E recruitment policy.
- To provide the suggestions

LITERATURE REVIEW:

GANALAKI,2002

The terms are synonymous with e-recruitment, online recruitment, cyber-recruiting, or internet recruiting. They mean systematic online sourcing of jobs (Ganalaki, 2002). It is a complete process including work ads, receiving resumes and maintaining a database of human resources for candidates and incumbents. Vidot (2000), proposed that the use of the Internet to draw candidates of high quality is e-recruitment. The Internet has had an impact on the world of human resources (Bussler & Davis, 2002). Increasingly, corporate recruiting efforts have focused on computer technology and one field that has grown through internet recruitment, otherwise known as e-recruitment (Mottl, 1998). There is an argument in the related literature that e-recruitment needs to be used in combination with other techniques. It does not replace conventional recruiting methods, but a well-implemented e-recruitment strategy will help make the recruitment process more efficient. Hogler (1998) gives the idea that by using the power of the internet to connect people with work, employers can electronically advertise jobs, scan and store resumes, administer assessments, and contact eligible applicants. Cullen (2001) also supports the e-recruitment of This segment on the analysis of literature focuses on different hypotheses applicable to our research. In his analysis on a facet of hospitality recruiting, a study conducted by Berger and Ghei (1995) concluded that the success of the hotel industry depends on the quality of its workers and their successful management in order to help the company achieve its goals. Exploring Mencken & Winfield (1998) Smith (1999) focused on e-recruitment where he tried to conceptualize that the internet helped employers better target prospective workers. It was more important for hiring managers in the private sector. The author noted that the job website, which could be considered costly by small businesses, may still be less expensive than many newspapers.

J.ANAND, S.CHITRADEVI:

Universal struggle in the trendy market offers a company to confuse rivals by searching for a mixed strategy bag, so many companies actively adopt e recruiting for their development and profitability, with the right cost to source the right individual for the right period. The supremacy of real-time communication over the Internet is an explanation why e-recruitment is the primary reason for e-recruitment. Many businesses use e-Recruitment to post jobs and accept resumes on the Internet, and communicate via e-mail with applicants. Value-added services offered by the job sites, cost efficiency, pace, delivering tailored solutions, helping to develop relationships with HR managers and promoting the company's brand building are the key success factors of e-Recruitment. Administration of From the point of view of the HR supervisors, and the previous findings of the perceived e-recruitment benefits. Thus, this study examines the impact of perceived efficacy on the adoption of E-Recruitment & challenges faced by HR professionals according to the archival analysis process.

Berger and Ghei (1995)

This segment on the analysis of literature focuses on different hypotheses applicable to our research. In his analysis on a facet of hospitality recruiting, a study conducted by Berger and Ghei (1995) concluded that the success of the hotel industry depends on the quality of its workers and their successful management in order to help the company achieve its goals. Exploring Mencken & Winfield (1998) To hire. The results of the regression study also revealed that the quality of candidates was more relevant for the recruiting of private sector managers. Smith (1999) focused on e-recruitment where he tried to conceptualize that the internet lets

employers better target prospective workers. The author claimed that the career website, which small businesses may consider costly,

Research Methodology:

Research can be undertaken by extensively reviewing various academic literature on the topic and specifically analysing the processes and designs of electronic recruitment by various organizations, along with extensive examination of the Disparate Impact Theory and Title VII of the Civil Rights Act to identify where legal issues may emanate from.

The basic information which taking by online by reading article and finding the data

- For the in-depth data, we are taking from reliance company office which located in Vadodara

- Some information find from knowing researcher person

- We are collecting data from Company by using Google form because of the pandemic situation(COVID/19).

Data Analysis:

What recruitment sources does your organization use?

- Newspaper — 11%
- internet — 50, 49%
- Rwcruitment agecy — 2%
- From Peers — 38%

Interpretation = Above Chart Shows That 50% of the internet for the recruitment, as well as 38.9% Recruit form peers and 11.1% Employees Recruit from advertising
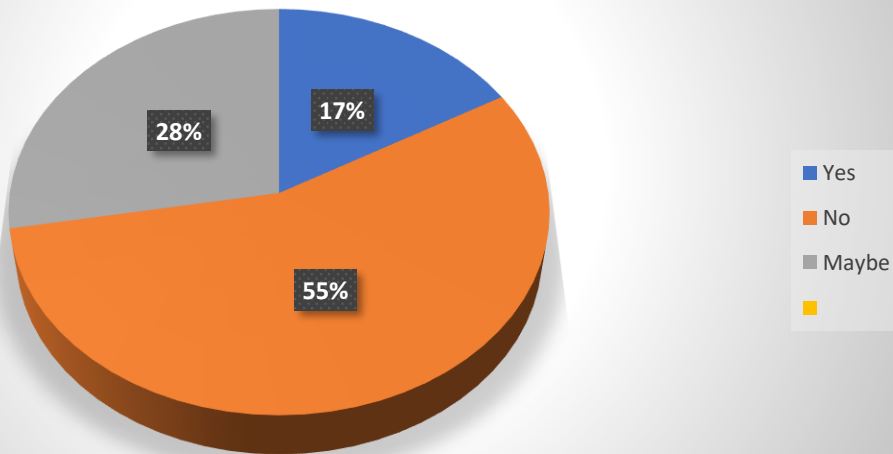
How your interview Conduct
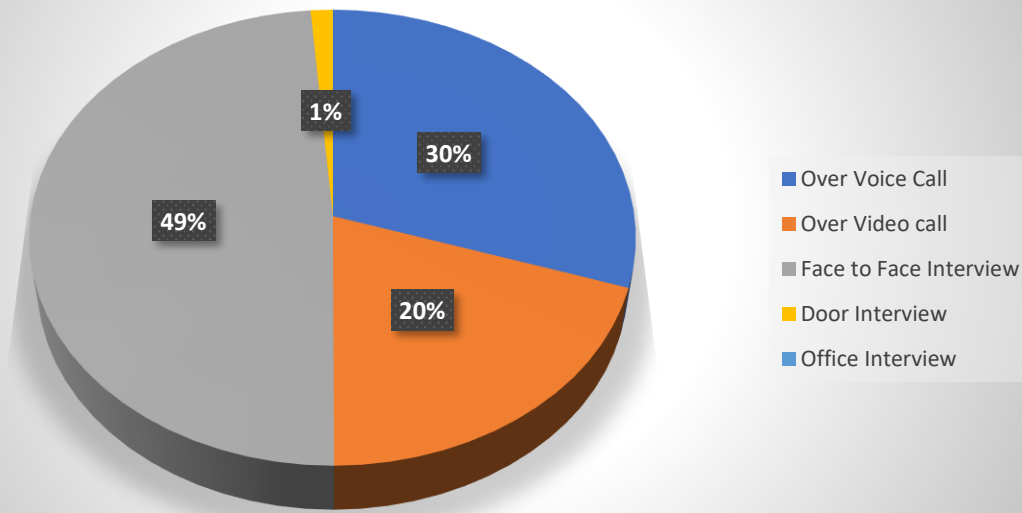
Primary data

Interpretation = 30% of employees attend Interview by Over Voice call and Almost 49% of them do attend interview by face to face and 20% of employees giving interview by video call.
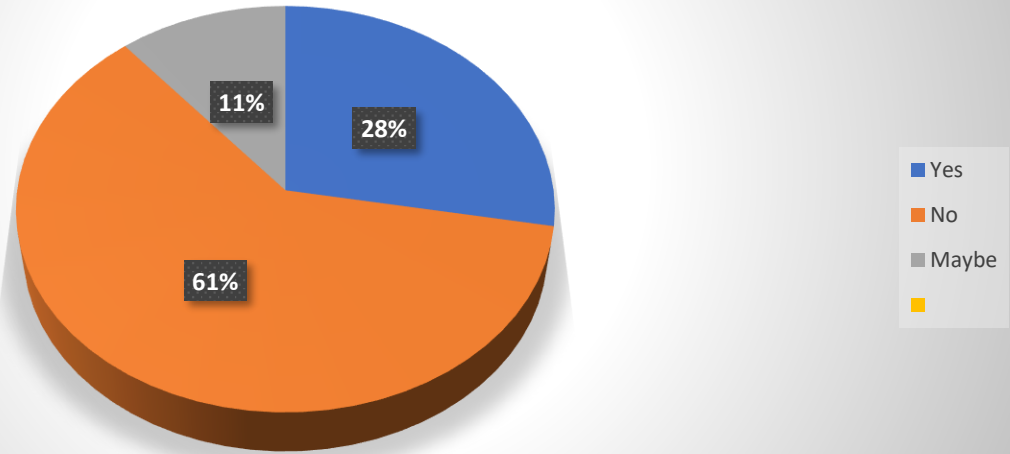
Do you believe that the e-recruitment is batter then face to face recruitment

Primary data

Interpretation = 55.6% of employees believe that the E-Recruitment is better that face to face recruitment and 27.8% of them disagree.
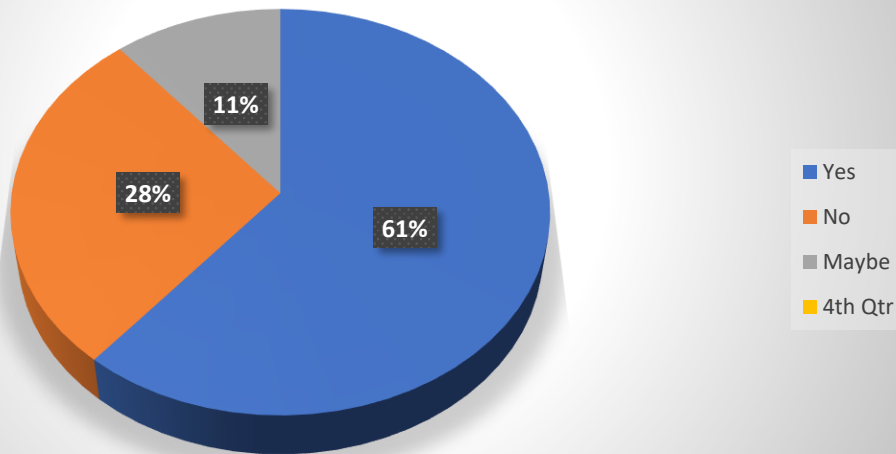
## Do you believe internet could lead to discrimination issues?

primary data

Interpretation =   61.1% of employees agree that the internet has added value in recruitment process and 27.8% disagree.

## Do you believe internet has added value to your recruitment process?

Primary data

Interpretation =   61.1% of employees agree that , the internet has added value in recruitment process and 27.8% disagree.

Does E-recruitment increases your work process during apply for job?

- Yes — 33%
- No — 50%
- Maybe — 17%
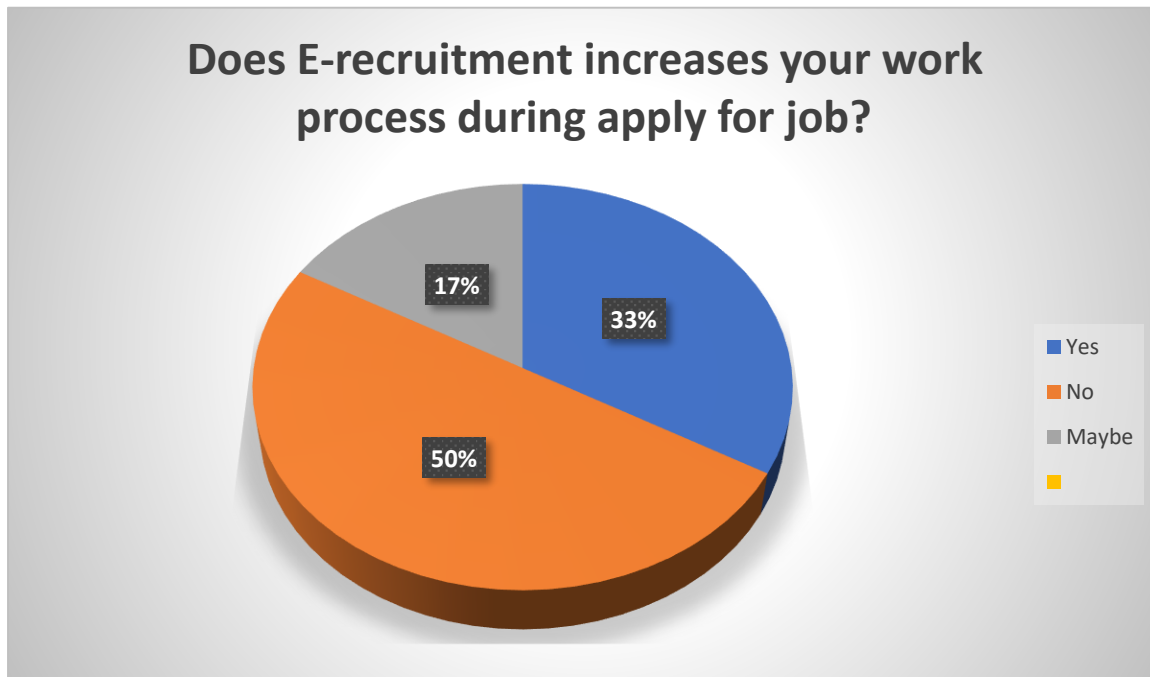
Interpretation= 50% of employees do not believe that E recruitment increase work process when applying for job and 33.3% of employees agree that this affect the process.

Do you think you can get good candidates through E-recruitment?

- Yes — 67%
- No — 22%
- Maybe — 11%
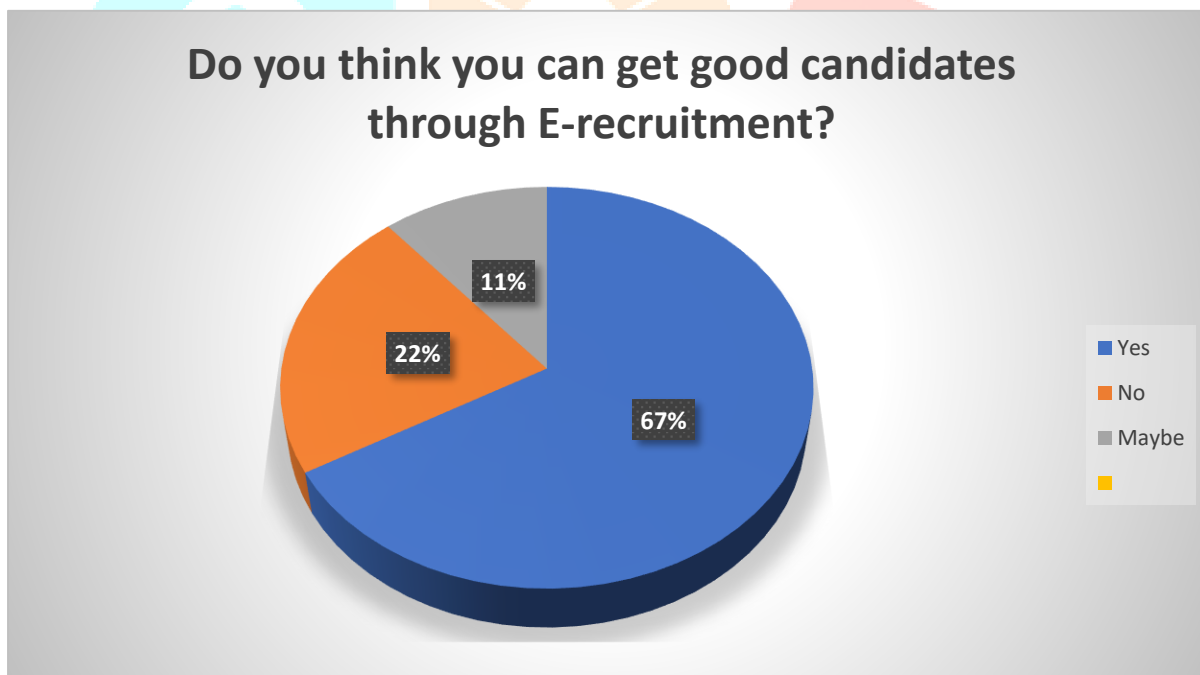
Interpretation= 66.7% of employees strongly agree that from E recruitment they can get good candidates and 22.2% of employees are opposed.

Findings:

After the Collecting all data we are getting many different result from many employee. We can clearly say that collected data was purely show that the only E-Recruitment is not possible at all level and on all position

By the different department we are collecting data and ensure that the e recruitment is basically most important thing for the company in such situation

Both to the employers and the job seekers but the e-recruitment is not free from a few shortcomings.

For the taking online interview…. Lower costs to the organization. Also, posting jobs online is cheaper than advertising in the newspapers.

Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc. which helps the HR managers to take various HR decisions like promotions, salary trends in industry etc.

Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time-consuming exercise for organizations.

Suggestions:

All Data which we are collect about the E-Recruitment is some secondary of primary data we are try to cover as possible as knowledge and try to reach our goal and find some problem.

In India e-recruitment cannot change easily from normal face to face recruitment. There is many reason behind this that the technology and the knowledge of some people which have limited requirement.

Conclusion:

Online recruitment is reliant on a wide range of information and communication technologies and access to the general public at all times. E-recruitment has bought a radical cultural and behavioural change, both within functioning of the HR department and the potential candidates. In spite of the large number of companies and candidates using the E-Recruiting, there are still many possibilities to advance Understanding of E-Recruitment. Viewing technology just as contingency will limit research to establishing economic rationality of automating online recruitment task and changes in routines, while technology in this case plays a wider societal role, and may affect livelihoods of individuals and organizations. A better understanding of the organizational concept of E-recruitment might be achieved by studying how external environment and a society in general affect organization of E-Recruitment and it utilization, and an institutional perspective can be potentially beneficial to this research. Also more studies of how different elements of organizing of online recruitment add to efficiency and effectiveness of the recruitment process can shed light on which elements are more crucial than others.

Reference

GANALAKI,2002

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