NEW TREND IN RECRUITMENT PROCESS

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ABSTRACT

The traditional method of recruitment of hiring the potential attests to the organisation has witnessed lots of changes due to an increase in the use of the internet. Gone were the days where the employer had the power during the job search, but now the candidates have more power during the job search. From few decades the potential candidates are treated as customers rather than employees. This dramatic change is due to the phenomena of changing in the recruitment process.

Keywords: Recruitment, Employee referral, Technology, Relationship Management, Social Recruitment

INTRODUCTION

To achieve success the organisation has to right candidate for the right job. The recruitment process involves job analysis, attracting the employees, screening, selecting and hiring. The traditional method of recruiting involved recruitment through the newspapers, employment exchange office, employee referral, online job portal etc. But with the development in technology and an increase in the use of the internet the traditional method has evolved with major changes. Now the technology not only made job applying easy for candidates but it has also helped the organisation to get the qualified candidates for all parts of the world

OBJECTIVE

1. To Study and analyse new Recruitment Process
2. To understand the strategies adopted in the new recruitment process
3. Challenges in the new recruitment process
4. To Study the advantages of new Recruitment Process

SIGNIFICANCE OF STUDY

Due to changes in the environmental factor of the business, organisation and institution, we can observe the different changes in the working environment and also the different process of organization. In these lines, this study will be useful to academics and organisation in understanding the changes and challenges in the modern recruitment process.

RESEARCH METHODOLOGY

The study is done purely on secondary data. The study is conducted on earlier work done by researcher scholar. The approach of this study is purely based on secondary research like internet and articles on the same topic by various authors. Recruitment varies from organisation to organisations that's the reason the study is considered for organisations who have adopted modern techniques of recruitment.

ANALYSIS

There's a rapid change in the technology the world is witnessing right now this, in turn has impacted the way recruitment is taking place. Numerous innovative practices are being used by recruiters these days such as:
1. Recruitment Marketing
2. Referrals and Internal Mobility
3. Go Mobile
4. E-recruitments
5. Recruitment Automation Tools
6. Candidate Relationship Management
7. Social Recruiting
8. HR recruitment Analytics

Recruitment Marketing
The recent emerging trend in recruitment is recruitment marketing. It is the mixture of strategies and tactics used by the organisation for attracting candidates to the organisation. The main aim of the organisation is to attract the right candidate to fill their open position, this strategy attracts the candidates. The marketing method and tactics are used in creating awareness, consideration and interest in attracting talented individual to apply for the opening in the organisation.

Referrals and Internal Mobility
To acquire talent for the organisation there are two methods of recruitment Internal recruitment and external recruitment. The emerging trend in recruitment is Collaborative hiring i.e., hiring through referrals and internal mobility. One of the most productive method of finding the talent is the employee referral. It is one the best method as it consumes less time and cost of hiring a quality candidate. It acts as a very useful tool in employee retention also. This type of strategy is used to create and build relationships with the employee over a long time. When the recruitment is made from referrals it involves the team in recruitment process with adds tremendous value as the outcome of combines network of team members.

Go Mobile
We have seen the google announcing more sites to the mobile-first indexing process. This has modified to improve the researcher's experience. We also know that in this digital world, a lot of candidates uses their mobile phone for submitting their application and other for other online works, they use mobile for searching of job and hunting of job. Few have not adopted this change. Chatting and interacting with the candidates through mobile device makes the selection process more efficient and effective and also this strategy speeds up the recruiting process.

E-recruitment
Online recruitment is also known as E-recruitment. Web-based technology is used for various process of attracting, assessing, selecting and recruiting the potential candidates for the vacant job. Using the internet find the large number of job seekers and hire the best talent is less costly than physical recruitment process. It is also less time consuming and easy for both the recruiter and the job seeker both of them can get connected easily from any part of the world.

Recruitment Automation Tools

The most important process in job recruitment after the sourcing the candidates is scanning through the resume and cover letter to choose the closest candidates suitable for our job with the required qualification, experience, skill etc., as per the job description. For this process nowadays the company is using artificial intelligence software which can help in detecting and assessing the right candidate. It is used to select the right candidate who has the qualification as per the job description. Through body language only AI will be able to detect and assess the nervousness and the truthfulness of the candidates. In big companies AI is used for the interview process also.

Recruitment automation tools is one of such software that uses the new technology in recruitment process. This software work as a two in one tool along with maintaining of HRIS it is used as Applicant Tracking System (ATS) and Recruitment Marketing Software

Candidate Relationship Management

The method of managing and improving the relationship with the present and future candidates are known as candidate relationship management. A pool of passive candidates is maintained by the recruiters who can be brought in for consideration in a short notice.

Social Recruiting

Social recruiting means the use of social media like Facebook, Twitter, LinkedIn etc., and also
websites blogs, forums, job boards etc., for posing the vacant job of the company. This social media helps the proactive recruiter to search the potential candidates and helps in building a relationship with them which encourages them to apply for the vacant job of the company.

HR Recruitment Analytics

Recruitment analytics is a combination of data and predictive analysis that provides real-time information to help you hire faster. It is a powerful recruiting metrics which helps in exploring every aspect of the business, it provides the data in the form of actionable insights and helps in better and faster recruiting decisions.

CONCLUSION

The companies that merely succeed is the one which is innovative in this rapidly changing technology world. The companies should not stop completely the use of traditional methods, but they have to blend with the modern techniques for recruitment also. In order to catch up the pace with the youth population of the world. It is needed the need of the hour for all the recruiters to adopt the change in recruitment practices.

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