



A Comparative Analysis Of Online And Offline Employee Recruitment Process With Reference To Multinational Company

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Abstract

Now days the traditional method of recruitment has been revolutionized by the influence of the internet. E-Recruitment is the latest trend in the recruitment process. Hence in the last decade, the use of internet has dramatically changed the face of HR recruitment and the ways organizations think about the recruiting methods. It as been adopted in many organizations from large to small-sized companies. Even most organizations are already using e-recruitment to post jobs and accept resumes on the internet and correspond with the applicants by e-mail. In this study there will be introduction on digital recruitment, online digital forms of recruitment, e-recruitment. In this study helps to analyses the trends in e-recruitment and e-recruitment methods.

The rise of internet has revolutionized the traditional human resource (HR) function of recruitment of employees. Digital recruitment (E-Recruitment), the application of internet technologies in recruitment related activities, has developed into a cost and time efficient proposition for the HR departments for searching and hiring potential talents.

Today, online job posting and hiring accounts, for a significant bulk of recruitment activities. There are different platforms of online recruitment – the company career website, online newspaper classified advertisements, through third party E-Recruitment services provider's/ job boards/ E-recruitment portals or job postings through professional job sites. E-recruitment portals are web-based companies, which provide an interfacing medium for the job hunters/corporate recruiters to search for potential candidates and for the job seekers in search of potential job opportunity. Companies can advertise their vacancies on these sites and job seekers can navigate through the vacancies and apply for the jobs which are of their interest by submitting their resumes.

Key words: Digital Recruitment, Digital Recruitment Process, Sources of Digital Recruitment, E-Recruitment, Steps of E-Recruitment Process, Benefit, Drawbacks

Introduction

The offline employee recruitment process within a multinational company involves a series of traditional steps that commence with identifying job vacancies and creating detailed job descriptions. Job advertisements are then placed in offline channels such as newspapers, industry-specific magazines, and physical job boards, targeting a potentially different audience than online platforms. Candidates submit their applications through physical forms or postal mail, which are manually reviewed for qualifications and experience. In-person interviews, reference checks, and face-to-face interactions are critical components of this process, allowing for a deeper understanding of candidates. While offline recruitment may be well-suited for local talent acquisition and candidates who prefer traditional methods, it comes with Online Recruitment Websites These are the most familiar sites of digital recruitment methods, but they offer improved services every day. For example, Monster is a leading provider of online recruitment and career resources, committed

to linking organizations in every market segment with individuals at every level of career. Using such platforms can help recruiters to search and match a perfect candidate, establish a social recruiting presence and enhance the job posting with targeted advertisements such as a more restricted reach, higher costs associated with printing and advertising, and a slower pace compared to online recruitment methods. Multinational companies often employ a combination of offline and online recruitment strategies to cater to diverse hiring needs and preferences.

LITERATURE REVIEW

Mike Abia, Irwin Brown (Year – 01 April 2020) Title of the Article – Conceptualizations of E-Recruitment: A Literature review & analysis. Journal Name

– Conference on E-Business E-Service & E-Society 13E 2020 Responsible Design, Implementation & Use of Information & Communication. The study highlighted the problem of diversity in understanding of e-recruitment that goes without explicit attention in literature & proposed that identifying & labelling the varied conceptualizations of e-recruitment can be part of better articulation of the diversity using GTM, literature on e-recruitment was reviewed & conceptualizations of e-recruitment were identified taking note of conceptualizations provides practitioners with a tool to enhance productivity while allowing researchers to have more focus in their research.

Celine D Silva (Year – August 2020) Title of the Article – A study on increase in E-Recruitment & Selection process Journal Name – International Journal of research in Engineering, Science & Management issue 8 We have done research & has found that most of the job seekers prefer online recruitment rather than regular recruitment because it is easier, less time consuming & cost effective. A candidate can post applications for multiple jobs at the same time. Internet e-recruitment services including e-recruitment websites & job search engines used to gather as many candidates as possible by advertising a position over a wide geographic area. Collect & analyse feedback from candidate's responsiveness to the candidate considering applicant difficulties such as connectivity issues job seekers from remote areas should be given equal opportunities, transparency & accountability.

Masese Omete fred, Dr Uttam M Kinange (Year – 2018) Title of the Article – Effectiveness of e-recruitment in organization development. Journal Name – Management & Economic Journal.

Online recruitment is reliant on a wide range of information & communication technologies & access to the general public at all times. E-recruitment has brought a radical cultural & behavioural change both within functioning of the HR department & the potential candidates. In spite of the large number of companies & 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 & changes in routines, while technology in this case plays a wider societal role & may affect livelihoods of individuals & organizations.

Varun Shenoy & P.S Aithal (Year – April 2018) Title of the Article – Literature review on primary organisational recruitment sources Journal Name – International Journal of Management, Technology & Social Science (IJMTSS)

To conclude the study, a significant number of papers were taken up for review & understand the literature on prevailing organizational recruitment channels & techniques the survey brought about understanding of relevant critical factors that influence the choice of right channel or sources of organizational recruitment. The research also signified the present & future of the recruitment methodologies using various sources or channels. Scholarly suggestions were also made to direct the stakeholders to undertake informed decisions & future investments based on this study.

Prakash Yadao Khillare & Smitha Kashinath Shirsale (Year – January 2017) Title of the article – A Study of conceptual frame work of E-Recruitment in current business scenario Journal Name – International Journal of Research in Management Economics & Commerce

E-Recruitment is becoming one of the important tools for selecting a required pool of human resource for the industries. Although this method has few disadvantages but it is completely relevant & applicable in today's modern world. In spite of the huge amount of research available in the field of e-recruiting there are still many possibilities to proceed accepting of e-recruiting research & apply the majority research has been completed on applicants desirability, reflection

Hina H Soni & Dr Priya R Swaminarayan (Year – November- December 2017) Title of the Article – Study of Semantic web based e-recruitment system: Review

Journal Name – International Journal of & awareness of organisations corporate career websites. Advanced Research in Computer Science In this paper, we reviewed different ontologies that are used for development of e-recruitment system online & defined its architecture along with different technologies.

There are many research papers that discuss about the different ontological framework to provide online recruitment using semantic web, increasing & improving the skill analysis, skill measurement & recruitment process. This study explores many future works for promoting e-recruitment using semantic web connecting social networking sites & employee's data stored in HR departments of companies

Dr Yogita Gupta Year – January 2016 Title of the Article – Literature review on E-Recruitment: A Step towards Paperless HR Journal Name – International Journal of Advance Research in Computer Science & Management studies E-Recruitment is easy & simple way of recruiting the employees in the organization compare to traditional method. Internet has made an impact on the overall functioning of human resource department. If E-HRM is been implemented in the organisation, the working of the HR department will be at ease. There will be reduction in utilization of paper, less storage required, less time wasted in documentation, reduction in manpower utilization, time saving & data can be used as & when it is required & in numerous way.

Anand J & Dr Chitra Devi Year – 2016 Title of the Article – Literature review on e-recruitment & its perceived benefits: A walk towards paperless HR Journal Name – International Journal of Applied Research The aim of this paper is to study the perceived benefits of e-recruitment from the view point of the HR managers. The purpose of this paper was to develop a scale to measure the perceived benefits of e-recruitment from the view point of the recruiter. E-recruitment helps organizations to be equipped with component staff & thus it is linked with many HR activities of organizations. E-recruitment has proved to be important part of the recruitment strategy. It can be used to keep track & maintain candidate applications mostly among larger organizations. E-recruitment has provided some remarkable benefits in terms of cost & efficiency.

Avinash S Kapse, Vishal S Patil, Nikil V Patil (Year – April 2012)

Title of the Article – E -Recruitment Journal Name – International Journal of Engineering & Advanced Technology (IJEAT) Traditional methods should not be replaced by the e-recruitment. It should supplement the loopholes of e-recruitment can be covered by the traditional methods & recruitment process will be faster, global due to e-recruitment. One method should not replace the other. Job portals are the most popular & widely used tool by companies & recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job portals provides a platform for the employees to meet the prospective employees

hence this system will help for betterment of traditional recruitment with less time & cost this will act as platform for both job seekers to search the job & corporate sector to hire appropriate candidates.

Statement of the problem of the study

Mainly to find out the employee recruitment process and issues related to the online and offline recruitment of the employees and also to find best solution to the problems faced by the employees with reference to the MNCs. The study will make an attempt to suggest the solution to the findings.

Need of the study

The need of this study is It allows organizations to understand the advantages and disadvantages of each method, helping them make informed decisions about which approach to adopt. This type of study also provides insights into the effectiveness, efficiency, and cost effectiveness of online and offline recruitment methods, enabling organizations to optimize their recruitment strategies. The ability to evaluate the reach and accessibility of each strategy is one of the primary benefits of doing a comparative study on online and offline recruitment processes. Online recruitment platforms have considerably increased the reach of job adverts, allowing firms to reach a larger audience and attract individuals from all over the world. Offline recruitment strategies, on the other hand, such as newspaper adverts or job fairs, may have a more limited reach but can still be useful in targeting specific demographics or industries.

Scope of the research

To compare the different strategies employed in online and offline recruiting, such as job postings, campus recruitments, job fairs, etc. Examine the tools and platforms used in online recruiting, such as job boards, and professional networking sites. Compare the cost associated with online and offline recruiting. This includes expenses related to advertising, travel, and other resources.

Objectives of the research

To understand online and offline recruitment.

To analyse online and offline recruitment adopted by MNCs.

To compare the quality of applicants by online and offline employee recruiting process.

3.14. Limitations of the study

- The study heavily relies on self-reported data from candidates, recruiters and hr professionals.
- The fast-changing nature of technology and recruiting techniques could also be a problem.
- The study may have overlooked subtle aspects that influence the efficiency of online and offline techniques.

Research methodology

This research is based on descriptive research methodology. Descriptive research is used to describe characteristics of a population being studied.

Data collection
Primary Data The data which is firstly collected by researcher by his own that is face to face interaction.

interview

Surveys

Field work

Secondary Data The data which is collected by someone else before only and used for the further research. Websites

Books

Journal articles

Tools for data collection

Surveys

Interviews

Sampling techniques

Non probability technique

Sampling frame of the study

The Sampling frame of the research for comparative study on analysis of online and offline employee recruitment process: A research with reference to multinational company includes list of multinational company operating in the bangalore

Sampling unit

Employees of multinational company are the sampling unit of this study.

Sampling size

Sampling size of 100 respondents

Statement of the problem of the study

Mainly to find out the employee recruitment process and issues related to the online and offline recruitment of the employees and also to find best solution to the problems faced by the employees with reference to the MNCs. The study will make an attempt to suggest the solution to the findings.

Hypothesis

H0 – There is no significance difference between comparative analysis of online and offline employee recruitment process with reference to the multinational company.

H1 – There is a significance difference between comparative analysis of online and offline employee recruitment process with reference to the multinational company.

Attributes	Variables	Frequency	Percentage
Gender	Male	32	64

	Female	18	36
	TOTAL	50	100
Attributes	Variables	Frequency	Percentage
Age group	a) 20-30	40	80
	b) 30-40	10	20
	c) 40-50	0	0
	d) 50-60	0	0
	e) 60 & above	0	0
		TOTAL	50
Attributes	Variables	Frequency	Percentage
1) E-recruitment leadsto placing right people to the right job	A) Strongly Agree	22	44
	B) Agree	20	40
	C) Neutral	6	12

	D) Disagree	2	4
	E) Strongly Disagree	0	0
	TOTAL	50	100
2) E-Recruitment helps in improving the efficiency of recruitment process	A) Strongly Agree	16	32
	B) Agree	24	48
	C) Neutral	8	16
	D) Disagree	2	4
	E) Strongly Disagree	0	0
	TOTAL	50	100

The above table shows that in the respondents majority of responses was given by male respondents. In 50 respondents 32 were male and 18 female respondents. 22 respondents strongly agree with the “e recruitment leads to placing right people to the right job”. 20 respondents only agree with “e recruitment leads to placing right people to the right job”. 6 respondents are neutral with the “e recruitment leads to placing right people to the right job”. And 2 respondents disagree with the “e recruitment leads to placing right people to the right job”. 16 respondents strongly agree with the “E-Recruitment helps in improving the efficiency of recruitment process” and respondents agree and 8 respondents stay neutral and 2 respondents disagree. From the above table that the data we have already collected we can see that 48 respondents said yes that they think e-recruitment is important in the recruitment process. The 40 respondents agree with the yes to e recruitment system should be replaced with traditional approach. The 10 respondents say no to e recruitment system should be replaced with traditional approach. 7 respondents say no to e-recruitment is important in recruitment. According to the table and the data that we have collected 13 respondents say naukri.com portal is best job portal. 4 respondents say monster.com is best job portal. Only 1 respondent says shine.com. And 2 respondents prefer timesjob.com. 30 respondents prefer linkedin portal is a best job e portal. 22 respondents said that company's website provide relevant information about the job to the candidates always. 14 respondents said that company's website provide relevant information about the job to the candidates often. 8 respondents said that company's website provide relevant information about the job to the candidates sometimes. 4 respondents

said that company's website provide relevant information about the job to the candidates frequently2 respondents said that the company will never provide the website to the candidates

FINDINGS

- Majority of respondents are male. They belong to the age group of 20-30 years.
- The higher percentage of respondents says that e-recruitment is important.
- Majority of respondents strongly agree that e-recruitment leads to placing right people to theright job.
- It is found that most of the respondents says e-recruitment system should replace traditionalapproach.
- Majority of respondents finds e-recruitment method is cost effective and time saving one.
- It is inferred that a higher percentage of respondents uses job portals and they are satisfied withjob portals.
- Most of the respondents says that e-recruitment is an important source of recruiting.
- Majority of the respondents says that in job portal and social networking websites LinkedIn isbest to use for e-recruitment.
- The higher percentage of respondents agrees that e-recruitment helps in locating bettercandidates.

CONCLUSION

It can be concluded that e-recruitment process involved is more efficient and effective, as well asless expensive. By the end of the survey we came to know that e-recruitment method is the best. The purpose of e-recruitment is to make recruiting processes more efficient and less expensive andby using e-recruitment, HR managers can reach a larger pool of potential employees and speed upthe hiring process. Candidates are satisfied with e-recruitment. when compared to traditional recruitment e-recruitment provides better results but in case of e-recruitment took place when compared to traditional recruitment because it makes more easier and quick and due to certain pandemic situations in the present scenario e-recruitment is playing a major role in its own way when compared traditional recruitment.

When comes to sources of e-recruitment job portals are most commonly used these days many jobseekers prefer to go for searching job and also organizations seeks to hire the candidates on job portals such as monster.com, naukri.com, shine.com etc. and social networking websites such as LinkedIn is playing a major role the most commonly used by organizations and job seekers now adays is LinkedIn. E-recruitment method as become more convenient, friendly user and also quickerand easier.

SUGGESTIONS

Respondents suggested that e-recruitment should over come from problem such as to respond as soon as possible they should not ignore or reject the job seekers when they are waiting for a goodresponse. When they are in need, a positive response should be given.Even though e-recruitment process is time saving one but it involves more time for searching a jobon internet to over come from this unnecessary or irrelevant information should not be there and what candidates are looking for into should be focused more.In case of rejecting the applicants there should not be any false rejection due to ignoring, lack of interest or some other technical issues they should have a proper correct reason while rejecting through online.