

## **E-RECRUITMENT: A BOOM TO THE ORGANIZATIONS IN THE COMPETITIVE WORLD**

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**Abstract:** *E- Recruitment or online recruitment is the process of recruiting personnel with the use of technology and web based resources. The practice of e-recruitment has made the process more efficient and effective. With the help of e- recruitment the organizations can reach large number of workforce and can identify the skilled personnel easily. Also this process consumes time and cost. In short e- recruitment paves the way for the success of organizations in this competitive. This paper aims to explore the efficiencies and deficiencies faced by the organizations of using e-recruitment.*

Employees are the most important resource of any organization. They are responsible for each and every decision taken, each and every work done and each and every result. Such a kind of employee(s) are been taken carefully by the managers for the success of future organization. Now a days the employees are been taken by the help of private or public agencies, may reduce the time and cost of the organizations. But advancement of technologies made much easier for the global HR managers not only to believe on agencies but also they believe on Internet. Holding a tablet or laptop on the hand with Internet connection managers can do all activities while they are in roaming too. E-HRM is a way of implementing HR strategies, policies, and practices in organizations through a conscious and directed support of and / or with the full use of web-based-technology channels. Here the word 'implementing' has a broad meaning, such as making a work, putting something in practice, or having something realized.

By 2005, expenditure on Internet-based recruiting will be \$ 7 billion - Forrester Research Institute. 96% of all companies will use the Internet for their recruitment needs. In the U.S., some companies' claim 30% of new hires are from the Internet and 77% of Internet use the Net to do so. A recent survey conducted by Employment Management Association, U.S.A, the cost-per-hire of print Ads was estimated at \$3295 and Online Ads, a mere \$ 377. There are over 16 million resumes floating online. (\*Source: <http://www.selfgrowth.com/articles/Software1.html>).

### **E-RECRUITMENT**

Rudman (2010) and Härtel & Fujimoto (2010) explain that electronic recruitment is the selection of prospective candidates applying for a job via the Internet (external) and Intranet (internal). E- recruitment is also known as online recruitment. 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 (Finn, 2000).

E-Recruitment is the process of personnel recruitment using electronic resources, in particular the internet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. Using an online e-Recruitment system may potentially save the employer time as usually they can rate the eCandidate and several persons in HR independently review eCandidates.

**Many of the biggest companies in the world are using software to recruit their workforce, so how can you beat the odds in the most competitive job market in history?**

If you take the time to fill in a job application, you might think someone would at least have the courtesy to actually look at it. But as more and more job applications are made online, companies are increasingly turning to computer programs to help manage the load. This means it's as likely as not it won't be someone vetting you - but something. These programs, called applicant tracking systems, scan your CV to decide whether you move on in the process or fall at the first hurdle. (\*Source: *Beating the recruitment machines*, 9 November 2012, *BBC Business News*)

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**Recruitment Methods**

The prime focus of using e-recruitment is to get a large pool of applications. It assures the organization to get a competent person for the job position from the large pool of applicants. There are two methods of recruitment followed by the organizations.

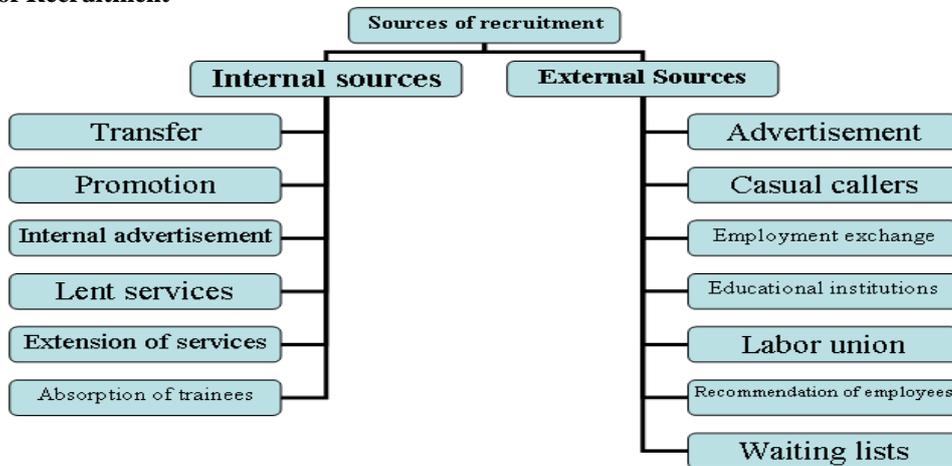
**I. TRADITIONAL METHODS**

- Using sources that are not technology supported, like advertisement, flyers, Spokespersons, to draw as many applicants as possible to contact the organization.(Searching Candidates)
- Using paper-based test for applicants to create a manageable applicants pool. (Screening)
- Contacting the sorted applicants by phones and having face to face conversations. (Interview)
- Making the phone call, setting up the meeting and shaking hands. (Placement)

**II. MODERN METHODS**

- Using the organizations Reputation product image, online technology and other methods to draw as many as possible to the organizations websites. There organization can present themselves. (Searching Candidates)
- Employing sophisticated, standardized online tests to screen candidates, and to winnow the applicant pool to a manageable number (Screening).
- Using automated hiring management system to contact the most desirable candidate very quickly, before they are snapped by another company. (Online Interview)
- Making the phone call, setting up the meeting and shaking hands (Placement Order by email)

**Sources of Recruitment**



**Top 10 most important places to find quality hires**

Sources of Quality Hires	2011	2012	2013
Employee referral programs	51%	46%	50%
▶ Social professional networks	29%	31%	42%
Company career website	35%	38%	42%
Internet job boards	41%	35%	37%
Internal hires	27%	31%	32%
Recruitment agencies	19%	19%	20%
Internet resume databases	20%	18%	16%
Company ATS/internal candidate database	13%	10%	14%
College recruiting programs	14%	12%	11%
Print newspapers/trade journals	4%	4%	3%

**E-recruitment a survey**

### **Flow of e-recruitment**

**Resume Bank portals** –Posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization. Creating a complete online recruitment / application section in the company’s own website. Companies have added an application system to its website, where the passive job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

**Resume Scanners:** Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria’s and requirements. Job sites provide a 24 x 7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the “passers-by” applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

### **Concepts in Modern Recruitment Methods**

**Scouting:** Scouting means sending the representation of the organizations to various sources of recruitment with a view to persuading or stimulating the candidates to apply for jobs. The representatives provide information about the company and exchange information and ideas and clarify the doubts of the candidates.

**Networking:** This is a very good job finding technique and is usually carried out by most HR professionals. Relevant and sustained relationships over a period of time can help the HR professionals in networking with their colleagues to acquire resources from different fields.

**ESOP’s:** Companies recently started stimulating the employees by offering stock ownership to the employees through their Employees Stock Ownership Programmed (ESOPs) Body shopping is also known as employee leasing activity.

**Event Recruiting:** Sponsoring events where the candidates you are seeking attend to. By giving a presentation and advertising your company in a way which will attract the candidates and letting them know that your company knows what the participants are looking for, you can bring in the most suitable candidates which you might consider hiring.

**Re-Recruiting:** When the most qualified or experienced staff leave the company let them know that they’re welcome back. The reasons they leave maybe for a change of location, a new challenge or higher pay which you can’t afford at the moment. But if they are not satisfied at the new place, they’ll always appreciate the old one. This can also reduce on training cost and time which you might have to spend for a newly hired employee. This of course cannot be applied to all employees.

**Make Every Employee a Recruiter:** This does not mean asking employees to refer their friends and family to the company. This also can be a way of advertising. Equip every employee with a company card stating the company contact details and an attractive “we are always looking out for dynamic individuals.....” This can be very useful when employees know how to effectively hand out these cards to the most eligible individuals.

### **Innovative Recruitment Practices in Modern Recruitment Practices**

**Sending of SMS:** Convergences provide individuals an easy option to send their application by simply texting the word “APPLY” to a specific number and in turn receives a reply from the organization to proceed with the application process.

**Video / Visual Networks:** Nowadays, Companies also using Online Video channels like You tube, Google Video portal

**Blogging on Social Networking Sites:** Twitter, Face book, Multiply, HR Link, Cite HR, LinkedIn and Orkut are some of the social networks where job advertisements are made.

**Advertisement through public address system:** Radio, Television. Even though advertising in the media still remains a powerful source in attracting candidates, pioneers in the field say that “the most suitable, qualified and talented candidates aren’t even looking”. So approaching this set of candidates should be done after careful observations and by being attractive and making the candidates want to join your organization for his or her career growth.

**Benefits of e-recruitment**

- Reduce hiring delays - fill vacancies rapidly
- Reduce recruiting administration by as much as 50% - this means more time available for other HR initiatives
- Reduce reliance and costs on recruitment agencies
- Post vacancies automatically onto your own branded website and external job boards
- Easily identify candidates who have applied previously
- Increase brand awareness by attracting candidates to your website
- Share talent globally with a single system and use this data to target and track the passive job seeker.

**III. DISADVANTAGES**

- Companies cannot reach job seekers who are not on the Web.
- It is not useful for jobs for which the relevant labor market is local.
- The competition for candidates increases, since it is easy for other companies to find the same candidates.
- Lot of resumes online are overstating qualifications, while others may not express the real value of a candidate. Thus, on one hand the company may waste time to meet a poor candidate but not give an interview to a good one.

**IV. CONCLUSION**

Electronic recruitment has changed the way jobs are applied for and has become so simple that anyone can do it. The credit goes to the programmers, software, computers and the Internet. The whole world has become “smaller” with the use of the Internet and everything is made easier for better application. The Internet and e-recruitment therefore face a very bright future. The future generations who are growing up with computers are not likely to use the traditional methods of recruitment; they will probably primarily rely only on the e-recruitment method. Companies in the future will see e-recruitment as their main business tool; a tool with which they can control the job market. It will most likely also give them the competitive advantage in the tough labour market. Simplicity, stability and speed will be the three key features of e-recruitment in the future (Taylor, 2001). This study has explored the effectiveness of using e-recruitment in organizations. It has been found that e-recruitment is effective in terms of saving recruitment cost, reducing time to hire and helping companies in developing competitive edge, market image and attracting right skilled candidates. Online recruitment is also effective in terms of managing talent process that is also considered effective. It has also found that e-recruitment will likely to grow in coming years.

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