

A STUDY ON E-RECRUITMENT

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ABSTRACT:

Today the use of internet is seen everywhere across. Technology plays an important role in every aspect of our lives. Out of them the process of recruiting people has also changed through increase in technology. It replaces the process of recruiting people manually and started recruiting people through providing online websites.

In this paper we are going to do a comparison between online recruitment process with traditional recruitment process and also we are going to focus on what are the benefits of online recruitment over traditional recruitment and also we discuss about what are the methods of e recruitment with its process.

KEYWORDS: E-recruitment, internet, technology

INTRODUCTION: E-recruitment is a process of recruiting employees by using the power of internet. Through internet organisations advertise vacancies on web-based resources for the tasks involved with finding, attracting, and hiring people. This process of selecting the candidate through internet is called e recruitment. The purpose of e recruitment is that it can reach a larger pool of jobseekers. E-recruitment is divided into 2 types: corporate website and commercial website.

DEFINITION: "Recruitment is a process of searching the candidates for employment and stimulating them to apply for the jobs in the organisation" "E-recruitment offers recruiters one of the most powerful and cost-effective ways to recruit staff for the organisation."

OBJECTIVES:

1. To compare the difference between online recruitment process with traditional recruitment process.

2. And also to know why e recruitment process is cost effective when compared to traditional recruitment process.

3. To get an idea about what are the current methods and processes which are used in e recruitment process.

REVIEW OF LITERATURE:

The literature review is focused on what are the results we are going to see when we compare online recruitment method to traditional recruitment method and also to know what are the benefits of online recruitment over traditional one and also we will know how the process of e recruitment process will affect the organisation on reduction of its cost basis.

WHAT IS E-RECRUITMENT?

Online recruitment is the use of online technology to attract and select the candidates by using this process. In this process companies create their own websites and use social media as a platform to advertise their vacancies to public.

Nowadays we can see that many organisations are using internet as a source to recruit people. Organisations will post a notification regarding vacancy alternatively if the jobseeker is eligible for the post he can upload his cv through company's web.

DIFFERENCE BETWEEN ONLINE RECRUITMENT PROCESS and TRADITIONAL RECRUITMENT PROCESS:

There is a huge difference between online recruitment process and traditional recruitment process. Some of them are discussed below:

Traditional recruitment process:

In this process one of the methods the organisations use is using newspapers as a medium to

communicate about vacancies in their organisation. The other method is using local employee office for posting vacancies which will effect the organisation financially. And also they use temporary employment agencies to find the people who are suitable for the job.

Online recruitment process:

In this e recruitment process the smartphone plays a vital role in communicating with people through online by providing company portals. The other thing is usage of social media through social media companies engage with people. And also now a days event recruitment has become a trend that is companies increase their brand value through sponsor events.

BENEFITS OF E-RECRUITMENT PROCESS OVER TRADITIONAL RECRUITMENT PROCESS:

One of the major advantage is time saving that is by the usage of internet we can reduce our paper work and also we can give postings at anytime by being anywhere through the access of internet

We can use social media to attract the eligible people to apply for the job by giving the strong content regarding the organisation.

We can minimize the hiring cost by this method by eliminating travelling expenses, third party recruiter fees. So in replacement we are using software which will be free of cost by just a one click away.

Through e recruitment we can easily get notified by the people about our postings within a few minutes of time.

It can also shorten the process of hiring time by screening, filtering and sorting the applications.

It is easily accessible because job ads are released through social media.

There will be a scope to find the large amount of candidates locally and abroad.

There will be a chance to highlight our companies brand, identity and values

There will be filtration method to sort out the candidates who are eligible for the required post and can be filtered according to the age, experience, and many more

The process of recruiting the employees is much more easier and flexible and also it is very easy to use. Moreover the cloud-based feature has made it much more easier by storing all the data in the database.

GENERAL PROCESS OF E-RECRUITMENT:



Identify current needs of employment in the organisation Posting the advertisement of job vacancy on job board(online) Managing the response(applicant database) Shortlisting the applicant according to job specification Arranging and conducting online interviews Decision making regarding further process

E-RECRUITMENT METHODS:

Job boards: These are used by the employers as well as job seekers where the employers post their vacancies and candidates search for the job vacancies. Special skills are required for the candidates to search in certain job boards.

Employer websites: These are companies own website. These are owned by various employers.

For example: Directemployers.com is the first website by Direct Employers Association.

Professional websites: These are specified for professionals.

For example: HR jobs sites can be visited like www.shrm.org. The professionals have their own website.

ADVANTAGES OF E -RECRUITMENT:

There are many advantages to the employers and jobseekers by using the process of e-recruitment.

And also employers can reach out bigger audience in an easy way. Organisations receive more number of applications by online. And also due to more usage of internet today the organisations can be able to elevate their company's brand and can attract a larger number of people to apply for the job within very less time. And also in online recruitment process organisations have more people to choose from so by background verification an employer can identify whether he is fit for job or not according to that he will recruit the employee

DISADVANTAGES OF E-RECRUITMENT:

Even though the process of e-recruitment is very easy and effective process it has some disadvantages too. That is may be in some cases it leads to an imperfect candidate that means sometimes without meeting and talking to a person we might not know whether he is fit for the job or not. So even though it is time consuming process may be sometimes it is important to follow traditional method. And also the another disadvantage we can talk about is may be the job seekers get insufficient information about the organisation and also sometimes there may be an error that can occur in the official websites.

FINDINGS:

It is observed that in some cases it is necessary to communicate and before recruiting candidate into the organisation.

May be there is lack of information for the jobseekers to apply for the job

It is the responsibility of the organisations to provide sufficient information.

Sometimes may be through miscommunication there is a chance to recruit a imperfect candidate.

SUGGESTIONS:

In this study I can suggest that Organisations should not replace e recruitment process with traditional recruitment process.

And also sufficient amount of information should be provided by the organisations in their official websites.

Moreover there may be some of the jobseekers who doesn't follow the the online vacancies of the job. So my suggestion is that traditional process should continue along with online recruitment process.

CONCLUSION:

Here by taking into consideration all the advantages and limitations I want to conclude that e-recruitment method should not replace the process of recruiting the people by traditional method. There should be the perfect use of balance between the combination of online method with traditional method to remove the errors which can be occur through online recruitment. Even though the process of recruiting people through traditional method is time consuming it is sometimes necessary to know the complete details of the employees to remove future complications which can occur when organisations give the post to a wrong person. So even the e recruitment is the easiest way every step taken in it should be keenly observes before recruiting the employee.

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