An Empirical Study on E- Recruitment System and its Efficiency

With Special Reference To Selected IT Companies In Whitefield, Banglore

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Abstract: *The world of recruitment is undergoing rapid transformation. Mass adoptions of new tools and technologies have made the talent acquisition process data rich and workflow friendly. More and more organizations are now shifting their recruitment strategy to digital domain. Many organizations have already employed e-recruitment processes for posting jobs and accepting resumes on internet and corresponding with applicants through e-mails. The purpose of the present study is to broaden the research on the recruitment practices, with focus on Electronic Recruitment and trends in India with respect to Information Technology sector in Whitefield, Bangalore. It further sets out to investigate the opinion of recruiters on present scenario of E-recruitment .Finally the paper concludes with discussion on implications of E-recruitment practices on organizational efficiency.*

Keywords: *Online recruitment, blogs, social networking sites, podcasts, business networking sites ,job portals,*

INTRODUCTION:

E-recruitment, also known as **online recruitment**, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as monster.com) for posting job advertisements. Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the online recruitment process.

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 e Candidate and several persons in HR independently review e Candidates the applicants send their resumes via social networking sites (chart -1,chart-2) that help in paper less recruitment

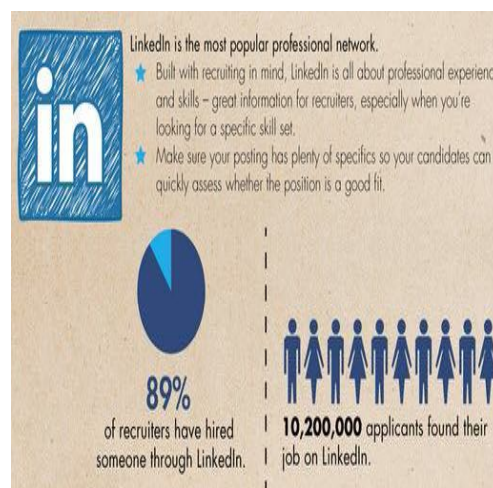process in human resource functions. So that E-recruitment is more effective in today world scenario. Most of the organization and employees are believed in this online recruitment.

Chart-1
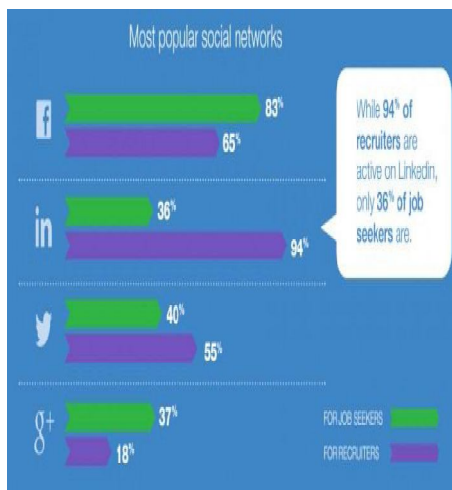
Source: Social Meep

chart-2

Source: Jobvite

LITERATURE REVIEW:

A research conducted by Verhoeven and Williams (2008) news on learning into e-recruitment and selection. The study focused on the advantages and disadvantages as acknowledged in literature and considered those against the views of HR Managers in. An analysis conducted by Williams (2009) on E-recruitment showed declining recruitment spends focused on web-based recruitment at the expense of traditional methods. Online methods proved far more popular of the HR professionals surveyed said that the jobs sector of their own company's website was used as a recruitment instrument for many jobs. The results from Holm's (2012) thesis were that there was a disparity among the paper-based and the electronic-based recruitment method.

The electronic-based recruitment process began with few electronic tools for line managers to begin the recruitment process, e.g. line managers were putting their hiring needs into a Word document and sending it to the accountable recruiter. The recruiter then had to read each applicant and rate the order. In some cases, this is handled through filter programs bringing top applicants to the forefront. Ms. D Shahila (2013) The study helps to investigate the trends in e-recruitment, its apply and practice, e-recruitment methods, E-Recruitment Challenges and issues as well as its growing scope in the recruitment process of a business. It also converses the main success factors of e-recruitment are the value-added services provided by the job sites, cost efficiency, rapidity, providing modified solutions, serving to institute

dealings with HR managers and assist image building of the companies.

The use of Social Networking Sites for recruitment is a new field in Human Resource Management. Employers believe that using these sites for online background checks is an acceptable practice for making hiring decisions for getting a quick character sketch of the applicant (Clark & Roberts, 2010). Schäuble et al. (2008) discuss in their article the potentials of online Social Networking Sites for recruitment based on the network XING, the most famous business networking site in Germany. Profiles in Social Networking Sites allow recruiters to gain information about their education and professional career in general. In addition, recruiters have the possibility to contact potential candidates and communicate with them in a noncommittal manner. By using Social Networking Sites, recruiters can search for possible candidates and build up long term relationships with them (as shown in chart-1). Social Networking Sites like LinkedIn (as shown in chart-2), monster can act as a talent pool with a variety of social capital in the form of young professionals and graduates. Recruiters can filter candidates and search for candidates with special backgrounds. This can lead to a time reduction for the search and can also improve the chance finding the right candidates. Besides this, companies can keep in touch with interns, alumni and so forth. Thus, Social Networking Sites can support the relationship management between companies and possible applicants.

OBJECTIVES:

The present study has the following objectives:

➢ To study the E-Recruitment system & its efficiency in the Indian multinational Information Technology companies in Whitfield, Bangalore.

➢ To find out how the E-Recruitment process have an impact on organization.

➢ To study the recruiters opinion on present scenario of E-Recruitment.

METHODOLOGY:

This study is basically a survey based research, which was done in two stages viz., Desk Research, preparation of Interview schedule to find the companies opinion on E-recruitment system and its efficiency and recruiters opinion on present scenario of E-recruitment practices. For collection of primary data, a sample size of 50 (Exhibit-1) was picked by convenience and random sampling techniques but unfortunately only 32 gave usable responses.

Data relating to companies & recruiting agents was collected through structured interview schedules and personal discussions. Secondary data is gathered from publications of companies, journals, newspapers and web sources. The respondents' views and level of satisfaction could have been influenced by their most recent experience, from which generalizations must be drawn with great caution.

Exhibit 1: List of Participant organizations.

S.NO	COMPANY NAME	S.NO	COMPANY NAME
1	Intel Technology India PVT LTD	26	Alltech Biotechnology Pvt Ltd
2	IBM Global Service	27	Absolute Infotech PVT LTD
3	Sharp Software Development India Pv...	28	Micro Genesis Techsoft Pvt Ltd
4	Samsung India Software Operations P...	29	Accelrys Software Solutions
5	Talisma Corporation PVT LTD	30	Quick Logic Software India Pvt Ltd
6	IBM Global Service	31	Questnet
7	Manhattan Associates India	32	Lisle Technology Partners PVT LTD
8	Airvana Networks India Pvt Ltd	33	Rmz Corporation
9	Saint Gobain Crystal & Detectors In...	34	Ness Technologies India Ltd
10	Microsoft India R & D Pvt Ltd Suppo...	35	Bharti Airtel LTD
11	Fidelity Business Services India PV...	36	Aris Global Software Pvt Ltd
12	Kelly Services India Pvt Ltd	37	Red Hat India Pvt Ltd
13	Sap Labs India Pvt Ltd	38	ESPN Software India Pvt Ltd
14	Mcafee Software India PVT LTD	39	Citagus Software PVT LTD
15	Texas Instruments India PVT LTD	40	Sanovi Technologies India Pvt Ltd
16	Ericsson India PVT LTD	41	Apw President Systems Ltd Mo
17	KPMG India PVT LTD	42	Webex Communication India Pvt Ltd
18	Network Appliance Systems India PVT...	43	Juststyle Inc.
19	Airbus Engineering Centre Of India	44	Image India PVT LTD
20	Yodlee Infotech PVT LTD	45	Kyocera Asia Pacific (India) PVT ...
21	Fair Isaac India Software Pvt Ltd	46	Convergys India Services Pvt Ltd
22	Accord Software & Systems Pvt Ltd	47	CGI Information Systems & Mgmt Cons...
23	Xora Software Systems Pvt Ltd	48	Siemens Information Systems Ltd
24	Impelsys India PVT LTD	49	Cisco Systems India PVT LTD
25	Novellus Systems India Pvt Ltd	50	Mico Ltd

RESPONDENT PROFILE & DISCUSSION OF RESULTS

83% of companies responded the E-Recruitment system in the company reducing their hiring Time .They also expressed E-recruitment allows them for instant real-time interaction and 24x7 hiring/job search activity. 71% of companies responded Up to 87% **cost can be saved** through online recruitment than the traditional one. Whereas 29% responded that they incurred **Additional Expense** to perform the screening processes .84% of companies said it filters ineligible and unsuitable candidates and saves time by 62 % of the **hiring time** for recruiters. 94% of companies expressed It is **far better and faster** than the conventional methods of recruitment. 68% of companies' responded blogs, **podcasts** are being considered an instrument of e-recruitment. According to them, Company and the prospective employee is communicating with each other via the blogs. With this E-Recruitment system they (79% of respondents) are able to reach a **wide range of job seekers across the globe**. 89% of recruiters expressed the higher the probability of finding the **most eligible candidate**. Majority of respondents (81%) said web recruitment allows companies to **give wealthier information** to job seekers and allow them to apply online straight away. Regarding **Faster Processing**, 90% of respondents responded that the time to employ candidates is greatly reduced by posting vacancies online .69% responded **filling in application forms and CV's** is increased with E-Recruitment .

64% of recruiters are using social media for their jobs .Majority(77%) are using LinkedIn . 79% of recruiters expressed their opinion on **CV's assessing** .cv's are accessed much Easier with E-recruitment than traditional methods. 65% of recruiters felt that recruiting online increased their ability to tract **quality candidates.**79% of recruiters responded they are providing **Better Quality Service** ranging from prompt and timely communications through to the ability to select their own interview time through an online interview zone to their applicants .69% of recruiters responded that they are facing difficulty of **High Volume of Responses** with online recruitment.

CONCLUSION:

The right candidate, the selection process being based on sound and credible criteria, and the tracking process being able to integrate with existing systems. Perhaps most significantly, e-recruitment is about cultural and behavioural change, both within HR and at line management level. The whole process of recruitment depends on the availability of candidates in the market. For every vacant position in the company, it is not viable to spend too much of time and resources.

This study has explored the effectiveness of using E-Recruitment in IT companies. 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. E-recruitment has provided some remarkable benefits in terms of cost and efficiency.

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