

THE EFFECTS OF ONLINE RECRUITING ON INDIAN JOB SEEKERS: A QUANTITATIVE ANALYSIS

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Abstract

The main success factors of e-Recruitment are the value-added services provided by the job sites, cost effectiveness, speed, providing customized solutions, helping to establish relationships with HR managers and facilitate brand building of the companies. Though there are many benefits to the employers and the job seekers in e-Recruitment, it still has its own limitations and shortcomings. Hence, this study is undertaken in order to find which method of recruitment is more beneficial to job seeker in all respect. It is found during the research that corporate image and profile is not affected by the method of recruitment. However, in case of factors like Reduction in recruitment cost, administrative burden and employment of better tools for the recruitment team there exists significant difference between traditional and e-recruitment method.

Keywords: E-recruitment, job seekers, recruiters, etc.

1.1 Introduction

The employees of any organization are measured to be the most vital resources. The accomplishment or the breakdown in any organization is mostly reliant on the human resources of that organization. Organization can only prosper with the creative and positive contribution from the people working there, to accomplish the objectives. Therefore, we have to hire people with required skill, aptitude and experience. Despite the fact that when we keep doing so, we need to take care of present and future requirement of the organization. Recruitment can be defined globally as a process in which a candidate are been attracted, and then screened and finally selected for that specific job by an employer. It is one of the HRM practices, and can be defined as those attracting potential employees. But in a traditional time, it can be said as a challenge for the recruiter how they can attract qualified potential employee. If employers have more and wide choice to recruit the employees among the large job seekers, they can recruit right person for the particular job. For this purpose an organization have to circulate the information regarding job vacancies at a wide area. In this way employers use different method to advertise the post like news paper, notice board etc. but today's world based on the technology and we can feel its presence in each part of our lives. With the invention of internet has changed our lives colossally and it has also changed the impression of people towards their work. Presently entire world is just a click far from us and we can interface with the people from everywhere throughout the world. In modern Era recruiting and then retaining the potential candidates is the major problem and internet is proving itself as a benefit for solving this particular problem.

1.1 Role of Recruitment in HRM

HR department was always considered as "mechanical" agents, helping the organization to hire and fire (and possibly train) employees. The Human Resource department was imperative as an administrative necessity to bring smoothness and enhance efficiency in the organization. Over a couple of decades, the function of highly skilled, well-motivated, flexible workforce has changed drastically. HR departments are now supposed to add value to the company by understanding the real need and changing the environment and competition and not actually by only incurring cost. HR professionals should be dynamic and simply an expert on personnel issues. One should also be informed and skilled business person since HR professionals must play a key role in helping their organization remain competitive in market. HRM have to change as the business environment changes. It has to do this as a mixture of responding to changes in that environment, predicting such changes and making proactive decisions about the nature of HRM. The future is unpredictable and it is hard to determine what it will bring. It is important to be flexible and to acquire as much knowledge as possible to help cope with these uncertainties. Human resource managers need to synthesize issues relating to their core personnel functions with the general economic and business issues, whilst remaining in touch with technological developments. Successful HR managers and departments play an important role for strategic impact on their organizations. It is suggested that organizations must to review constantly and do the changes to advance their technology. Technology is one particular manifestation and foundation of change now a day. HR departments must consider themselves changes as online recruitment have changed the ways of work in which it has been functioning since long.

1.2 E-Recruitment

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web based tools to assist the recruitment processes. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by prospective employees depending upon their requirements.

E recruitment utilizes the internet for matching the job profiles with the suitable candidates. Essentially, the job vacancies in the organizations are been advertised on the corporate websites or other job specific portals. This has proved as a helpful task at this junction to obtain the effective responses from the potential applicants they were looking for. This method of placing the ads can generate more than hundred applications from the applicants. There exist many E- recruitment websites/portals viz timesjobs.com, naukri.com, , monsterindia.com, , all jobs, jobsahead.com, indeed-one search, careerbuilder.com, freejobalerts.com, shine.com, jobsahead.com , facultyplus.com etc.

2. Literature Review

Maurer S. and Liu D. Y. (2007) investigated how e-recruiting websites are effectively used for staffing. This article joins Internet marketing and employee recruitment research to offer six development implications for creating an effective e-recruitment source on a corporate website. Based on a job marketing approach to the recruitment process and consumer behaviour research on persuasive communication and decisionmaking, authors present important considerations to creating an online recruiting website so that effectively influences the search decisions and behaviours of a target market of desired job candidates.

Bzdega, Sarah (2008) found recruitment through social networking sites impressive which mainly focuses on the rapid growth in the use of online recruitment. It was regarding the SNS which has now become a professional resource and provide a source of communication in company and potential applicants. Further the study concerned Sarah Feddersen’s view, the recruiting specialist for Paragon IT Professionals, anticipated networking as a proactive tool and an innovative tool. In

conclusion it is mentioned that the site enables the employer to know more of the personal side of the applicant.

Sylva, H. (2009) have said that online recruitment has more advantage for example any recruiting team can select proper candidates and their contact information can be drawn quickly. By increasing number of portals and websites which are based on searching of job, companies and other organizations will have high chances of recruiting the perfect employees. In this way, the Internet serves all the employers to find suitable candidates to satisfy the job nature. On the contrary, recruiting through online or internet is the quick and simple process. First step is that the employers must broadcast the job vacancy details on the portal which is visible to the people so that the potential candidates can upload their CV on that particular website. Thus, the two major highlights of using the website portals that its saves money and time. “The Internet is the best tool with no restrictions and a best method to get in communicate with the worldwide audience” stated by Ganalaki (2002), also it was included in Othman & Musa (2007)

3.1 Research Objectives

1. To analyze the level of acceptance of internet as source of recruitment.
2. To analyze the perception which jobseeker’s carry about the Traditional and E-recruitment media for searching jobs.

3.2 Hypothesis:

H0: There is no significant difference in traditional and modern medium of recruitment in terms of financial and non-financial factors.

3.3 Research Design:

In the present study, descriptive research design has been used to describe the benefits of e-recruitment and satisfaction level of job seekers from e-recruitment.

3.4 Data Collection:

The primary data for this research was collected through the structured Questionnaire from the job seekers as well as recruiters. The data was collected from 350 job seekers and 50 recruiters using convenient sampling technique.

4. Data Analysis:

The data collected through questionnaire has been analysed using graphical representations, the results of the analysis are as follows:

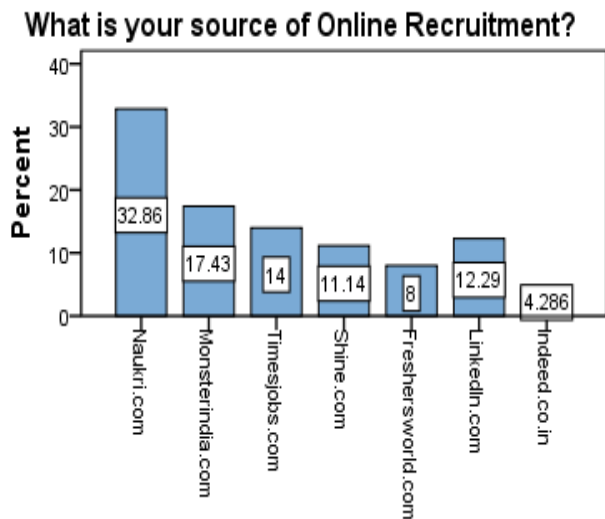


Fig. 1 What is your source of online recruitment?

Interpretation:

Out of the total respondents, majority of the respondents i.e. 32.86% of the respondents prefer job portal Naukri.com as their source of online recruitment, 17.43% of the respondents prefer monsterindia.com, 14% prefer timesjobs.com, 12.29% of the respondents prefer LinkedIn.com, 11.14% prefer shine.com. 8% prefer freshersworld.com and remaining 4.286% prefer indeed.co.in as their source of online recruitment.

An attempt is made to study the reason behind the selection of particular job portal, where following responses have been received:

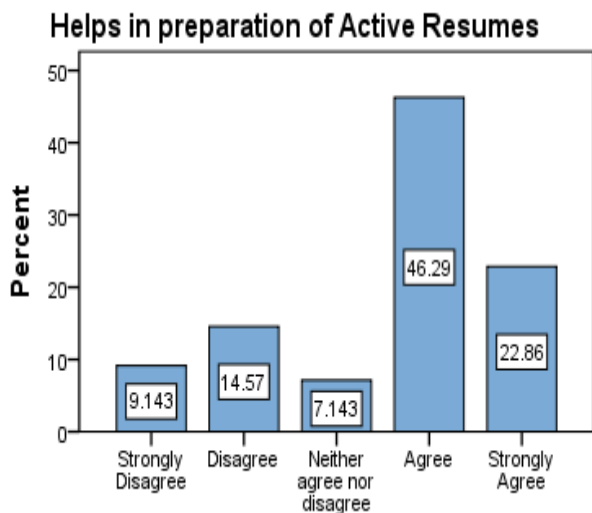


Fig. 2 Helps in preparation of active resumes

Interpretation:

From the above table and graph it is found that out of total 350 respondents, majority i.e. 46.29% of the respondents agree that online job portals helps them in preparing an active resumes, which is supported by 22.86% of the respondents who strongly agree to this. However, 7.143% of the respondents neither agree nor disagree to this.

Whereas, 14.57% of the respondents disagree that online job portals helps in preparation of active resumes and remaining 9.143% strongly disagree to this.

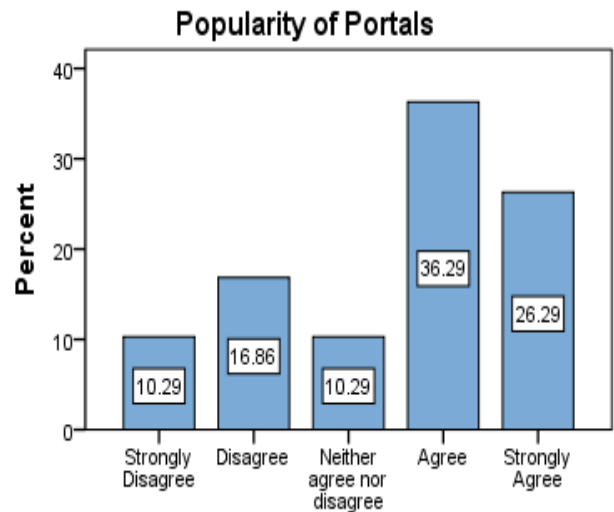
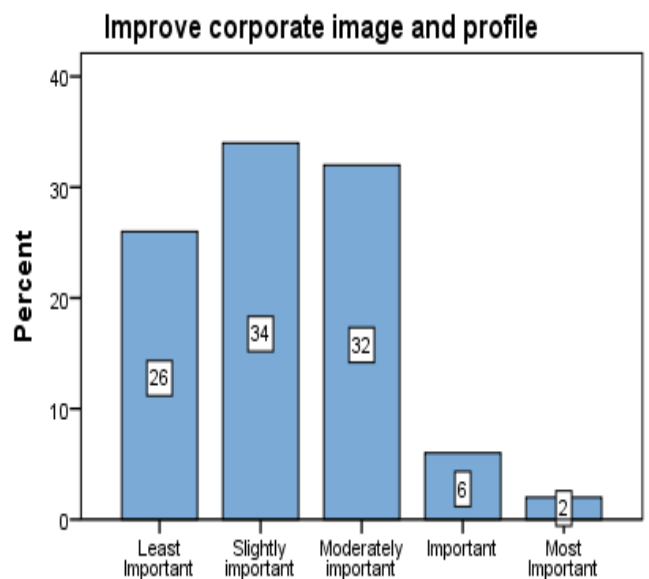


Fig. 3 Popularity of portals

Interpretation:

From the above table and graph it is found that out of total 350 respondents, majority i.e. 36.29% of the respondents agree that they selected online job portals due to its popularity, which is supported by 26.29% of the respondents who strongly agree to this. However, 10.29% of the respondents neither agree nor disagree to this. Whereas, 16.86% of the respondents disagree that they selected online job portals due to its popularity and remaining 10.29% strongly disagree to this.



Interpretation:

From the above table and graph, it is found that out of total respondents, majority i.e. 34% of the respondents say that the factor e-recruitment helps in improvement of corporate image and profile is

slightly important, 32% of respondents agree that it is moderately important, 26% of the respondents agree that it is least important. However, 6% of the respondents agree that it is important and remaining 2% agree that it is most important. Hence, it can be concluded that majority of the respondents agree that e-recruitment practices does not help in improvement of corporate image and profile.

4.1 Hypothesis Testing:

Hypothesis: There is no significant difference in traditional and modern medium of recruitment in terms of financial and non-financial factors.

To test whether significant difference exist between traditional method of recruitment and e-recruitment in term of financial and non-financial factors, independent sample t-test is applied taking selection of method of recruitment as grouping variable and factors representing advantages of recruitment as dependent variables, where following results have been obtained:

Table 1 Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--|-------------------------|---|------|------------------------------|----|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Improve corporate image and profile | Equal variances assumed | 5.162 | .028 | -.501 | 48 | .619 |
| Reduce recruitment costs | Equal variances assumed | 1.754 | .192 | -4.503 | 48 | .000 |
| Reduce administrative burden | Equal variances assumed | .019 | .890 | -3.881 | 48 | .000 |
| Employ better tools for the recruitment team | Equal variances assumed | .230 | .634 | -2.877 | 48 | .006 |

From the above table 1 it is found that the sig. (2-tailed) value i.e. p-value obtained in case of factor i.e. improvement in corporate image and profile is more than the alpha value of 0.05 which states that there is no significant difference found in case of traditional and e-recruitment methods. This shows that corporate image and profile is not affected by the method of recruitment. However, in case of factors like Reduction in recruitment cost, administrative burden and employment of better tools for the recruitment team there exists significant difference between traditional and e-recruitment method since the p-value i.e. sig (2-tailed) value obtained is less than the alpha value of 0.05. This states that the hypothesis **“There is no significant difference in traditional and modern medium of recruitment in terms of financial and non-financial factors”** is **failed to be accepted** and alternate hypothesis i.e. E-Portals offer better benefits as compared to the traditional medium of recruitments is partially **accepted**.

5. Conclusion:

During the research it is also found that majority i.e. 51.71% of the respondents agree that notification regarding job vacancies is communicated immediately as and when job vacancy arises which is not possible in case of traditional method of recruitment. Also immediate response from job seekers can also be possible in online recruitment but not in traditional method of

recruitment. Majority i.e. 54% of the respondents agree that the Job portal is easily accessible 24 hours 7 days in a week, majority of the respondents i.e. 58.85% of the respondents also agree that online Job portal communicates up-to-date job information as compared to traditional method of recruitment, which keeps the job keepers up-to-date with the recent updates in the area of their interest. Majority of the respondents i.e. 57.43% of the respondents also agree that Job portal provides communication link between job seekers and recruiters.

It is the responsibility of the recruitment agency to provide better career opportunities to job seekers, hence an attempt is made to compare the opportunities provided by e-recruitment with traditional method of recruitment. it is found that out of total 350 respondents, majority i.e. 56.29% of the respondents agree that the use of Job Portal/Social Media recruitment makes me more aware of future career opportunities as compared to traditional method of recruitment.

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