Academic Recruitments in India : "Online Recruitment" or "E Recruitment" is set to shift paradigm in HR System of Higher Education Institutions

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ABSTRACT

Human Resource Management can be stated as a set of functions related to manpower, working for a common goal of success of an organization. HRM provides a structured and conducive approach to plan, recruit, utilize and maintain available human resource of an organization. It works on a wide scale and does include recruitment, compensation, work structuring, performance management, retirement, incentives management, skill development, training, wellness and welfare, motivation, communication, networking and everyday general workforce administration.

A significant role of HRM is to enable strategic direction and means of work with the available and potential workforce to attain the common objectives of any organization with a perspective to contribute growth of business as a whole. It is important to find the right candidate for an organization in thrive of growth and sustainability. Every organization makes effort to get the best of the potential workforce and for that money or incentives are even liberalized nowadays for hiring the right man. Workforce management is strongly dependent on the proper selection of employee for the business who can work for common profits. Human is not merely an expense, but due to the organization's dependency over a human resource, it is now being popularized as investment and management of the human resource is gaining popularity as Human Capital Management.

Since, a recruitment process is more of rolling activity, which involves thousands of applications; it is now being transformed as an automated operation to the best possible extent. Designing application forms in a particular format with objective responses can be immediately analyzed against required responses for preliminary selection. Various kinds of test options to evaluate prospective employee can be designed Admit cards issued to all eligible candidates for the selection test that can be of four types: aptitude, verbal, technical skills or written test and the results computed and compiled. A further ease is available in presentation of such computations before management to take decision about cutoff percentage for interviews and related

procedure. In the process, interviews letters are generated based upon selection criteria decided by the authorities concerned.

Nowadays, recruitment applications are also being designed with a perspective to reduce paperwork as much as possible. Cloud computing and ERP systems have made it possible to store employee information in digital files and lockers. The online recruitment websites and software have made it is easy for managers to access information at various levels of accessibility. Digital platform helps in effective and secured storage and management of information which plays crucial role in decisions like payroll considerations, promotions and rewards, succession planning and employee related strategies.

The paper explores the status of online recruitment in higher education sector of India with an objective to understand challenges ahead.

Keywords : Online Recruitment, Higher Education, Faculty Recruitment, Recruitment Policy, Institution Development, Digitization

Introduction

Administration and Management of human as a workforce, commonly termed as HRM can be conceptualized as management of people working in varied capacities with an organization as workforce or human resource.

Those responsible for HRM in any organization are responsible for the planning, training, preparing, appraising the workforce, also, to direct them as per hierarchy, organizational culture, work consistency, commitment and legality in concern with organizational objectives.

To understand organizational requirements and managing all human workforces effectively for growth and sustainability can be defined as Human Resource Management.

The online recruitment process can be done in many ways, such as using the company's website, job sites or job boards such as a recruitment website or job site. All of these resources enable significant ease in process of recruitment including management and sorting of CV database, branding and marketing through search engine or social media to fill up the vacancies emerging in organizations.

E-recruitment is the use of technology and its resources to support and complement recruitment process. Recruiter and HR managers now prefer to advertise job vacancies through internet resources. A large number of websites provide facilities where potential candidates can upload their resumes and apply for suitable jobs. Job seekers can also upload their cvs or resumes on varied job portals that can be prepared based on skillset and needs of prospective employees. These websites and portals enable multiple facilities for job providers and organizations so that they can furnish information about their people requirement. Employers are able to view profiles of interested candidates. During manual recruitment process followed earlier, individuals used to apply in form of physical paper based applications in self created or organization designed format that used to

be a time and resource consuming process involving higher level of costing. Furnishing detailed job profile or related information is now possible in a fraction of a second, where it is done online without consuming too much time and material resource.

Recruitment and Selections are among most important functions of the human resources department in any organization. Although, recruitment and employment are two distinct functions, they are usually considered as linked as parts of the same function. The recruitment phase is the initial stage for all applicants and is limited to setting up skills, knowledge and qualification standards for a position available, fulfillment of which moves applicant towards candidature of the positions open.

The employer's perspective of recruitment and selection happens to meet strategic goals and objectives of the organization. Both recruitment and selection are important operations to source, screen and shortlist right candidates to fill vacancies available.

Online Recruitment and Higher Education Institutes

Amid our nation's legendary dearth of skilled workers, talent acquisition has risen to the top of the CEO agenda. According to PwC's global CEO Study, 66% of CEOs say that the absence of necessary skills is their biggest talent challenge. 83% say they are working to change their recruiting strategies to address that fact.

Meanwhile, a host of big data recruiting firms is set to benefit from the newly emphasized value being placed on recruiting. These firms tout that they can find new talent before the prospective employees even know they are in the job market. Education Institutes such as Entelo, Gild, TalentBin and the UK's social CV analyze not just a job candidate's LinkedIn profile, Twitter feed and Facebook postings, but also their activity on speciality sites specific to their professions, such as the open-source community forums Stack Overflow and GitHub (for coders) Proformative (for accountants), and Dribbble (for designers.) This approach to recruitment is creating a new technical world order where job applicants are found and evaluated by their merits and contributions, rather than by how well they sell themselves in an interview. These Education Institutes, at the intersection of Big Data and Recruiting, have made a science out of locating "hard to find" talent. Gild does it by scouring the Internet for clues: Is his or her code well regarded by other programmers? Does it get reused? How does the programmer communicate ideas? How does he or she relate to online sites? How big are their networks and who is in them? Entelo and TalentBin take a different approach: Their search tools consider the experience and history mentioned in user's profiles, but also their use of social networks. These Education Institutes can pinpoint users who have updated their bio's lately or often, to determine which candidates are getting ready to enter the job market. Getting this head start on headhunting is crucial as corporations search for top candidates becomes ever more competitive. The goal: finding talent invisible on widely popular social platforms before your competitor does.

According to a study of Fortune 500 Education Institutes conducted by CareerBuilder, 39% of the US population uses tablet devices. A recent survey conducted by Glassdoor.com even found that 43% of job candidates research their prospective employer and read the job description on their mobile device just 15 minutes before their interviews. And yet, only 20% of Fortune 500 Education Institutes have a mobile-optimized career site. The rest of the 80% of Education Institutes are missing the fact that tablet and smartphone users expect to see job listings and information in a visual way, one that reflects the visual approach they bring to their personal lives on the Web. The food-services corporation Sodexo, the 20th-largest employer in the U.S., got a head start in that process in early 2012 when it developed both a mobile-optimized career site and a smartphone app to pull together all the information about the University's recruiting efforts into one easy-for-Millennials-to-access place. Prospective employees could visit the mobile app to search and apply for jobs, join a talent community, receive job alerts, and get an insider's view about what it's like to work for Sodexo. The results according to Arie Ball, VP Talent Acquisition at Sodexo, 17 % of job traffic from potential new hires now comes from the mobile app versus just 2% of mobile traffic in early 2012. In the first year, mobile app downloads totalled 15,000, leading to over 2,000 new job candidates and 141 actual new hires, all while saving the University $300,000 in job board postings. Institutes need to keep pace with the way prospective employees live their lives and being able to access a mobile app in the job search process.

Over 60% of the Western world's population plays video games, and Education Institutes are taking note of the huge numbers of future prospective employees who love to play Angry Birds, Fruit Ninja, Candy Crush, and World of Warcraft. Gamification in the Campus context is taking the essence of games—attributes like puzzles, play, transparency, design and competition—and applying them to a range of real-world processes inside a campus, from new hire on boarding to learning & development, and health & wellness. Video game-players are known for being singularly focused while at play. So naturally, Education Institutes have begun to ask how they can harness that same level of engagement and apply it to critical problem-solving, on-boarding new hires or developing new leaders? With technology research firm Gartner predicting that 40% of global Fortune 1,000 Education Institutes will soon use gamification as the primary method to transform their Campus processes. 2017 saw a number of them leveraging game mechanics as a tool to drive higher levels of Campus performance. The University's "Ignite Leadership" Game, aligned with its overall employee engagement framework and was created to develop five key skills for leaders: negotiation, communication, time management, change management and problem-solving. To date, a total of 70 leaders have completed the gamified leadership program, and 50 employees ended up taking on team leadership roles, which is 50% higher than that had done so through traditional training and coaching methods. Plus, these "graduates" of the Ignite Leadership Game generated 220 new ideas in their roles as leaders, which led to a 40% increase in employee satisfaction and helped lower attrition by 30%. Gamification in the workplace is not just about using badges, mission and leader boards. Instead, the strategy about truly understands whom you are trying to engage, what motivates them, and how gamification can change the way they work, communicate and innovate with peers and customers.

The Future Trends of Recruitment In Education Sector

Today, the world of recruiting has nearly gone 100% digital. LinkedIn and online job applications were originally seen as supplements to the traditional paper resume and face interview but now they are the preferred methods. According to the 2017 Global Recruiting Survey, 37% of respondents said that social media is the primary source of finding candidates. This shift towards a '*digital hiring model*' has seen the traditional resume be displaced by the online footprint of candidates which showcases their skills and experiences.

"*From the resume to the search to the interview, we are moving toward a digital hiring model*," said Bob Myhal, director of digital marketing at CBC Advertising and former CEO of Next Hire. "*Resumes will be displaced by constantly evolving representations of individual experiences, skills and aptitudes that exist purely in the digital realm. Innovative tools that use social media, big data and other technologies to give tremendous insight into individual job seekers will be the primary screening method*".

Twenty years ago, the resume or CV was just a piece of paper. Now it is a collection of all candidate data that can be found online, such as online communities, conferences and meet-ups. For out-of-area candidates and first-round interviews, the phone call is quickly being replaced by the more-high-tech video interview, too.

Conclusion

With 1.5 billion active users on Facebook, 500+ million active users on Twitter, 238 million active users on LinkedIn and 60 hours of new videos every minute on YouTube, online is hot and popular. Due to this enormous popularity and growth in the last years, it is for the Institute's interest that they are required to participate online and get engaged with their potential candidates and current employees. Evidence indicates that Education Institutes that actively use online for HR purposes outperform those that do not use them. Online Methodology is becoming an effective tool for Human Resource Heads.

A university or college or organization is looking for the best candidates. To attract the best candidate, there are many ways of assessing people. However, each method varies in terms of reliability and validity. Assessment centres hold very high reliability and validity if done properly, but they are expensive, require lots of resources and skills to run and only assess few people at a time, sometimes up to 10. The structured interviews are good but again, they take time and resources but not the guarantee to attract or recruit the best candidates. Psychometric tools do cost money. Again, an interviewer's time is costly and sometimes an expert is not available to do the job. To arrange a panel interview with 3 experts in the field can sometimes be cost-effective and yet will not gather as much information or selection of best candidates. Further, it is an assumption that interviews will be reliable and valid if run by trained people as this is rarely tested.

In the traditional system, all the activities are done manually. For recruiting thousands of candidates, the physical system has the following steps.

1. Calling for the applicants.

2. Selecting the applicants.

3. Generating Admit Card

4. Conducting examination.

5. Compiling results.

6. Selecting interview candidates.

7. Generating Interview letters.

8. Preparing details for the interview board.

It takes a lot of time to recruit candidates.

Since, universities and colleges are very important institutions, where the careers of students are developed, we cannot risk student careers, and we need to overcome this, and must develop a solid platform of online recruiting in the universities and colleges to save time and money also select best candidates.

An online recruitment system enables users to have the typical examination facilities and features at their disposal. It resolves typical issues of manual examination processes and activities into a controlled and closely monitored workflow in the architecture of the application. This multi-platform solution brings in by default, the basic intelligence and immense possibilities for further extension of the application as required by the user. The system makes it simpler to distribute, share and manage the examination entities with higher efficiency and easiness. The objective of these websites is to serve as a common meeting ground for job seekers and employers, both locally and globally, where the candidates find their dream jobs and recruiters find the right candidate to fulfil their needs. These sites are specifically designed for those who seek the most demanding and challenging positions in their chosen field, with the most dynamic employers. Thousands of websites that compete for your attention-each has their unique interface, URL, and peculiarities. It will no longer be candidates concern with the recruiters; it will be the other way around. Recruiters must vie with each other for optimal quality in talent. Practices such as easier online application processes, streamlined mobile experiences and an investment in overall employer branding will promote this trend. It is the fight for the fittest, where only the wise survive. With recruiters turning to newer methods to unearth the core potentialities, hiring has taken a creative turn. As mentioned above, only the fittest will stand to win. Hiring, firing and then re-hiring until you get the right talent are an expensive process. Therefore, these new strategies have to be employed optimally to ensure you get the arithmetic right, the first time around.

We aim to provide an effective, online recruitment system in the education system to attract quality and highly skilled staff to improve the education system of Delhi universities and colleges and to create jobs. The recruitment system will be transparent and will minimize the cost and time. The scope of the study is very vast. Government and private organization will use our study to make the recruitment system better, effective and beneficial. The study will enable organizations to reduce their budget of recruitment process and time. It will save the workforce of the organization, paper waste, and space where the application forms and other related materials are being stored or dumped. The information about the candidates will be stored in computers, hard

discs and accessed at any time of need. The database maintained can be beneficial for both employee and employer for maintaining the record, performance, wages, and promotions.

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