

# E-RECRUITMENT: THE MODERN TREND OF RECRUITMENT PRACTICES

**T.S.KUMAR**

Ph.D. Research Scholar  
Bharathiar University  
Coimbatore - 641 046

**Dr. M.KAVITHA**, Principal

Thiruvalluvar University Constituent College of Arts and Science  
Arakkonam –631 051

## Abstract

Now a day the standard recruitment technique has been revolutionized by the wave of internet. E-recruitment is the latest trend and it has been adopted by large and small-sized organizations. Significance of internet can be seen as checking out best appropriate job is simply a click away. Job portals, company websites and social networking all makes recruitment speedy and helps in finding best match for vacant positions. E-recruitment is getting trendy among recruiters and job seekers because of its benefits like time, cost, quality, etc. By simply a click of the mouse or tapping on the screen of his mobile or tablet, one will find the jobs as per his skills, education and professional experience. The main objective of this study is to find out the trends of on-line recruitment.

**Keywords:** E-recruitment, internet and recruitment, job portal, on-line recruitment, etc.

## 1. Introduction

Human resource management includes several activities. Today acquiring and retaining employees is the biggest challenge. Thus, staffing is a vital activity. Staffing facilitates the supply of employees. These employees are needed to fulfil the organizational goals and objectives by their effective and efficient performance. Recruitment is a logical step in this staffing process. It attracts the prospective employees and stimulates them to apply for job. The function of it mainly concentrates on two aspects. First is discovering the sources of manpower to match the job description and job specification. Another is to pull the application of potential candidates to make the selection process successful. The process is generally carried forward by the recruiters. Recruitment before nineteenth century was based on the apprenticeship system. Apprentices were not the employees of the organization, but after completion of apprenticeship they were absorbed in the company. Compared to apprentices, the skilled and qualified candidates were more desirable. Thus, the lack of efficient apprenticeship gave birth to the trend of recruitment process in the middle of nineteenth century.

## 2. Forms of recruitment

Forms of recruitment can be broadly categorized into two. One is centralized and the other is decentralized. Centralized recruitment is in action when the organization is having a centralized power structure and the departments are not involved in decision making, it is only concentrated in one central department. In government organizations it is visible, like in State Bank of India. Advantages may be control of the administrative costs, standardization in the process, minimizes biased choices, experts are involved. Decentralized recruitment is having authority to each department to choose their staff. The companies who are geographically spread or very big in size will find this form convenient. But the philosophy and organization culture determines which to follow. Cost benefit analysis will determine the source of recruitment. As the process starts by discovering the sources for required manpower, thus the search should be rigorous. Internal sources are many times over-ruled by the organizations. One of the reason is the search is restricted within the company and limited to the suitable existing employees. External search can be done in various ways. On line advertisements for recruitment is a minute part of e-recruitment. In the era of globalization anyone who is interested in corporate world is aware of these sites. Using internet prospective applicants could search for positions in which they were interested. Feasibility of email overruled the use of telephone, fax or mail and the companies started accepting application through email. Today organizations have their own sites or job postings are given in the placement sites. Again the candidates can visit the sites, post resume, and contact the company directly without any delay. All these are just one 'click' away. E-recruitment is a tool for many employers to search for job candidates and for applicants to look for job. Recent trend of recruitment is e-recruitment or the internet recruitment or on-line recruitment, where the process of recruitment is automated. The automation began in 1980 but was systematized in 1990 with the release of Restrac's initial product. E-recruitment simply means the recruitment process through internet.

## 3. E-Recruiting methods

Methods of e-recruitment are many, among those the important ones are:

**Job boards:** These are the places where the employers post jobs and search for candidates. Candidates become aware of the vacancies. One of the disadvantages is generic in nature.

**Employer web sites:** These sites can be of the company owned sites, or a site developed by various employers. For an example, Directemployers.com is the first cooperative, employer-owned e-recruiting consortium formed by Direct Employers Association. It is a non-profit organization formed by the executives from leading.

**Professional websites:** These are for specific professions, skills and not general in nature. For an example, for HR jobs, human resource management sites to be visited like [www.shrm.org](http://www.shrm.org). The professional associations will have their own site or society.

#### 4. Why E-recruitment?

The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same time appealing to the wider audience. This is the secret of e-recruitment gaining popularity in a short time span. The advantages are:

**Cost efficient:** Advertisements in internet is considerably cheap. As in the other sources continuously one has to revise the advertisement, for example a company wanted their ad to appear on every Sunday for a month thus was suppose to pay for four advertisements. But for internet it is not applicable.

**Time saving device:** Response is direct and immediate without any delay. Beforehand the postal services, fax was one way communication and was time consuming. Phones provided two way communications but resume management, communicating worldwide were not possible.

**Widens the search:** In the era of globalization, the reach cannot be restricted at one place. It provides global reach that also within a fraction of second. Truly the process supports the definition of recruitment by creating a vast pool of potential candidates.

**Provides clarity:** Advertisements in employment news, other newspapers, and magazines will have word limit. Thus, sometimes is misinterpreted. For an example a company advertisement announced vacancy for computer skilled person which was interpreted as MIS job which was rather a job for computer skilled receptionist. In internet the word limitation is not there, the idea, opinion, profile can be expressed as anyone like.

**Scope for better match:** Information in detail is provided with clarity. Therefore, suitable candidate match is possible. The search is widened link with other websites are possible, these attracts the candidates and after the job profile matches, the candidates apply.

**Standardization:** The information of the candidates is collected in a standard format. Besides collecting the data it also consolidates information received from various sources.

**Reservoir:** It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data.

**Lessen paper work:** As the data collection, filing, administrative work are done electronically thus paper work or documentation has been lessened.

## 5. Drawbacks of E-recruitment

**Require being computer savvy:** The process is restricted within computer savvy candidates. As the search is based on various websites, their screening, keywords application demands for a computer savvy person and company.

**Legal consequences:** Alike other recruitment sources, this source also should be aware of the words used in the advertisements otherwise it may lead to the charge of discrimination.

**Vast pool of applicants:** This benefits the organizations as well as it is disadvantage to them also. Either first few candidates are called for interview or the resumes are screened based on some key words. On the other hand, applicants face global competition.

**Non-serious applicants:** Lot of applicants forward their resumes just to know their market value. As personally the candidates are not checked thus whether they are serious is not known. At the time of interview, the recruiter might realize that the candidate is not serious in leaving the current job. But by that time some serious candidates might have been rejected.

**Disclosure of information:** Candidates profile and company details are available to public. The applicants do not want their employer to know that they are looking for a change. Phone number, address information has lead to many security problems.

## 6. Modern trends of E-recruitment

**Speedy communication:** Company and the prospective employee can communicate with each other via the blogs. Thus, blogs and podcasts are being considered a tool of e-recruitment. No more the process can be blamed for being one way communication like mails, faxes only being speedy as done electronically.

**Candidate's preference:** History states that employers had the privilege to be selective in hiring process, especially in screening resumes but were not always fair. Because of the time constraint, it was not possible to go through all the applications. Today the candidates can choose their employers as not only the financial state is known to them but also the culture is known.

**Search engine advertisement:** Print ad is phasing out due the popularity of search engine ads. Pay-per-click is not only convenient but also more attractive.

**RSS feed:** Job boards are embracing RSS feed. Hot jobs, Google deserves special mention. Google offers one to upload the jobs on Google Base even when one doesn't have their own site. RSS can be read using software "RSS reader".

## 7. Criteria for effective E-recruitment

- To make the process effective, the organizations should be concerned about various factors. Among them most important are: Return on investment should be calculated to compare the costs and risks. It facilitates to evaluate benefits and to calculate the estimated return.
- Recruitment policy should be flexible and proactive, to adapt market changes. The companies will have their own mix and match sources according their objective. The guidelines to be provided in the policy.
- Unemployment rate and labour turnover rate are considered. As the whole process depends on the availability of candidates in the market. For every post, position it is not viable to spend too much of time. These rates will determine whether to be stringent or lenient.
- Impact of supplying compensation details to be considered. That is the wage, salary, benefits, when disclosed on line then it should follow the legal norms. Chance for negotiation will not be there. Compensation rate of the company not only reaches to the candidates but will be known to all.
- Precautions to be taken for resume screening. Words that discriminates gender, age, religion, etc. to be avoided. For an example, recent college graduates only in an ad are not preferable.
- Review the results periodically and also update regularly to achieve a better result. Otherwise pool of candidates will remain static and will not serve the purpose.

## 8. Conclusion

Traditional methods should not be replaced by the e-recruitment, it should supplement. The loopholes of e-recruitment can be covered by the traditional methods and recruitment process will be faster, global due to e-recruitment. One method should not replace the other. When two vacancies are there and two candidates are available the companies do not have much choice, thus they prefer to widen their search and attracts numerous applications. But, when for two vacancies a company receive 2000 application, the in depth screening process is not possible. While other methods like campus interview, internal search has a personal touch. But receiving application in hand, communicating with candidates becomes time consuming without internet.

## 9. Reference

- Avinash S. Kapse., Vishal S. Patil., & Nikhil V. Patil. (2012). E- Recruitment. *International Journal of Engineering and Advanced Technology*, I (4), 82-86.
- Avinash S. Kapse., Vishal Patil., & Nikhil Patil, V. (2012). E- Recruitment. *International Journal of Engineering and Advanced Technology*, 1(4).
- Natarajan, C., & Vijai, C. (2015). Employee Engagement Programmes of the Select Information Technology Companies in Chennai: An Empirical Study. *International Journal of Commerce*, 2 (2), 220-226.
- Prabjot Kaur (2015). E-Recruitment: A Conceptual Study, *International Journal of Applied Research*, 1(8), 78-82.
- Ramaabaanul, R., & Saranya, M. (2014). Importance and Problems of E- Recruitment. *International Journal of Research*, 1(9).

