

A STUDY ON THE EVALUATION OF PERCEPTION OF JOB-SEEKERS ON E-RECRUITMENT

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ABSTRACT:

With the rapid growth in technology and adoption of this technology by organizations, many operations have been modified. The adoption of Internet services in recruitment process has led to the replacement of traditional recruitment practice. Many companies providing Human Resource consultancy services have emerged. These bridge the gap between the employers and job-seekers and take up most part of recruitment activities, which are usually initialized and carried out with the help of job sites that are referred to as job portals. The emergence of job portals has greatly helped the aspirants as they can acquire required information to apply for a job in an organization that suits their profile. This study speaks about the attitude and perception of aspirants towards e-recruitment through job portals. Also, it throws light on the challenges faced by the applicants during the process of recruitment through job sites or job portals.

INTRODUCTION:

E-recruitment or online recruitment is the practice of using technology or web-based resources, in particular, for tasks involved in hiring new personnel. With the rapid growth in technology, the world today is connected despite geographical and cultural barriers. Organizations are no exception and are affected by technological advancement, thus paving way for the emergence of the concept of e-recruitment. Online recruitment makes use of internet to connect organizations and job aspirants across the globe. Recruitment essentially brings talent into the company and the process of e-recruitment has made it easier and hence is being termed as 'the future of recruitment'. Unlike traditional recruitment, e-recruitment is cost effective, easily accessible and also consumes less time. Applicants have a more streamlined, efficient application process, while employers are able to manage all applications in an efficient manner, while also ensuring skilled candidates are not missed.

OBJECTIVES OF THE STUDY:

- 1) To examine the attitude of applicants towards e-recruitment process.
- 2) To analyze the challenges faced by the applicants in e-recruitment process.
- 3) To report the results and major findings of the study.

REVIEW OF LITERATURE:

The purpose of Human Resource Management is to ensure that the organization has sufficient competent personnel to achieve the organizational goals. Hence, it involves great amount of efforts of the Human Resource Managers to place the right person in the right place. This study is about the trending e-recruitment practice in the job seekers perception. There are very few researchers who studied the relationship between the sources of recruitment and job-seekers' intention to pursue the job. One study by Khan N.R, Ghouri and Awang M, titled *Impact of E-recruitment and Job-seekers perception on intention to pursue the jobs* examined the impact of e-recruitment on a job-seekers' intention to pursue a job. Based on the responses from 257 respondents, the findings of the study showed that internet is preferred by most of the aspirants for job search and application. In this study, the researchers were also able to interpret from the responses that the motivating factor for most of the respondents was salary details in the advertisement. The study concluded that along with recruitment sources, the applicant's perception of job influences the intention to pursue a job.

Another study about *the effect of e-recruitment technology on job-seeker fairness perceptions in the Canadian Federal Public Sector*, where the govt only accepted online applications on the government's own recruitment portal also speaks about the experiences of over 12 job-seekers over a course of one year who participated in recruitment activities. Most of the respondents were content with the procedures and reported their experiences about fairness of the process. Most of the respondents believed that the e-recruitment method was a fair practice that gave the applicants equal opportunities to take the exams and attend interviews and showed interest towards applying for jobs using the internet.

HYPOTHESES OF THE STUDY:

1. **Ho1:** There is no significant association between the employment status of the applicants and their perception of e-recruitment.
2. **Ho2:** There is no significant association between the employment status of the applicants and the challenges faced during the process of e-recruitment.
3. **Ho3:** There is no significant association between the gender of the applicants and their perception of e-recruitment.
4. **Ho4:** There is no significant association between the gender of the applicants and the challenges faced during the process of e-recruitment.

RESEARCH FRAMEWORK:**TYPE OF DATA USED IN THE STUDY:**

Primary data was used for analysis in the study that was collected directly from the respondents.

METHOD OF DATA COLLECTION:

In this study, to collect the responses of the candidates, a survey was conducted with the help of a questionnaire. The questionnaire consists of open-ended, dichotomous, multiple choice, Likert scale type questions.

SOURCES OF DATA:

The respondents are students pursuing different Under-graduation and Post graduation courses in different institutions in the city of Hyderabad.

Population of the study: 120

Sample of the study: 60

SAMPLING METHOD USED:

Convenience sampling method was used in this study for sampling of data.

RESEARCH TOOLS USED IN THE STUDY:

Chi-Square Test: Chi-square test, often referred to as Chi-square test of association is used to examine the relationship between the categorical variables. Chi-square test is used for hypothesis testing. Chi-square output is represented as χ^2 .

DATA ANALYSIS AND RESULTS:

Ho1: There is no significant association between the employment status of the applicants and their perception of e-recruitment.

EMPLOYMENT STATUS OF APPLICANTS Vs DETERMINANTS OF E-RECRUITMENT

EMPLOYMENT STATUS OF APPLICANTS Vs DETERMINANTS OF E-RECRUITMENT	χ^2 value	p-value
Efficient	5.972	0.051
Time saving	4.967	0.174
Maximize Job search	2.098	0.350
Relevant job results	2.718	0.257
Attract candidates otherwise inaccessible	4.838	0.089

Note: The p-value obtained is more than 0.05.

Source: The output obtained was compiled by the author in SPSS.

Interpretation: The obtained p-value is more than the level of significance value (0.05). Hence, the null hypothesis is accepted.

Ho2: There is no significant association between the employment status of the applicants and the challenges faced during the process of e-recruitment.

EMPLOYMENT STATUS OF APPLICANTS Vs CHALLENGES FACED BY THE APPLICANTS

EMPLOYMENT STATUS OF APPLICANTS Vs CHALLENGES FACED BY THE APPLICANTS	χ^2 value	p-value
	7.666	0.053

Note: The p-value obtained is more than 0.05.

Source: The output obtained was compiled by the author in SPSS.

Interpretation: The obtained p-value is more than the level of significance value (0.05). Hence, the null hypothesis is accepted.

Ho3: There is no significant association between the gender of the applicants and their perception of e-recruitment.

GENDER OF APPLICANTS Vs DETERMINANTS OF E-RECRUITMENT

GENDER OF APPLICANTS Vs DETERMINANTS OF E-RECRUITMENT	χ^2 value	p-value
Efficient	4.472	0.107
Time saving	0.086	0.958
Maximize Job search	1.440	0.487
Relevant job results	1.547	0.672
Attract candidates otherwise inaccessible	0.0973	0.324

Note: The p-value obtained is more than 0.05.

Source: The output obtained was compiled by the author in SPSS.

Interpretation: The obtained p-value is more than the level of significance value (0.05). Hence, the null hypothesis is accepted.

Ho4: There is no significant association between the gender of the applicants and the challenges faced during the process of e-recruitment.

GENDER OF APPLICANTS Vs CHALLENGES FACED BY THE APPLICANTS

GENDER OF APPLICANTS Vs CHALLENGES FACED BY THE APPLICANTS	χ^2 value	p-value
	6.815	0.078

Note: The p-value obtained is more than 0.05.

Source: The output obtained was compiled by the author in SPSS.

Interpretation: The obtained p-value is more than the level of significance value (0.05). Hence, the null hypothesis is accepted.

FINDINGS:

1. There exists no significant association between the gender of the applicants and their perception of e-recruitment as the p-values for all the factors/determinants of e-recruitment against the gender (male/female) of the applicants is more than the level of significance 5% (or 0.05).
2. There exists no significant association between the employment status of the applicants and the challenges faced by them during the process of e-recruitment as the p-values for all the challenges of e-recruitment against the employment status (employed/unemployed) of the applicants is more than the level of significance 5% (or 0.05).
3. There exists no significant association between the gender of the applicants and the challenges they face during the process of e-recruitment as the p-values for all the challenges of e-recruitment against the gender (male/female) of the applicants is more than the level of significance 5% (or 0.05).

4. There exists no significant relationship between the employment status of the applicants and their perception of e-recruitment as the p-values for all the factors/determinants of e-recruitment against the employment status (employed/unemployed) of the applicants is more than the level of significance 5% (or 0.05).

CONCLUSION:

The study indicates that the demographic factors of the applicants considered in the study have no association with the applicant's perception of e-recruitment. Similarly, the demographic factors also have no association with the challenges faced by the applicants during the process of e-recruitment.

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APPENDIX

Questionnaire:

1. Name: _____
2. Gender: 1. Male 2. Female
3. Qualification: 1.SSC 2. Intermediate 3. Graduation 4. Post-graduation.
4. Employment status: 1.Employed 2.Unemployed
5. Which of the following do you think is more reliable/ best method of recruitment?
 1. Newspaper ads 2. Employee referrals 3. Job-portals 4. Company websites
6. Are you an active job-seeker?
 1. Yes 2. No
7. Are you aware of e-recruitment process?
 1. Yes 2. No
8. Have you ever applied for job on job portals?
 2. Yes 2. No
9. What are the challenges you faced during the process of online recruitment?
 1. Fraudulent ads
 2. Resume access to employers out of interested field/ area
 3. Unresponsive employer
 4. Improper Job Description
 5. Mismatch of job title and actual job role
 6. Irrelevant results
 7. Others specify _____
10. The following are few characteristics/determinants of e-recruitment.

What is your level/degree of agreement/disagreement?

DETERMINANTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Efficient					
Time saving					
Maximize Job search					
Relevant job results					
Attract candidates otherwise inaccessible					

