

EFFECTIVENESS OF JOB PORTAL IN RECRUITMENT PROCESS LIFE CYCLE

PAVAN P APARANJI¹, DR. JAI PRAKASH TRIPATHI²,
 Research Scholar, Department of Management, SSSUTMS, Sehore
 Research Guide, SSSUTMS, Sehore

Abstract: Recruitment and variety, as a human resource management assignment, is one of the exercises that effect most fundamentally on the execution of an association as far as accomplishing its inevitable objective. The motivation behind this examination is to distinguish worker recruitment and determination rehearses in the job portal division. A job portal is a site that arrangements particularly with work or vocations. Numerous work sites are intended to enable managers to post job prerequisites for a position to be filled and are usually known as job sheets. Other work destinations offer boss audits, vocation and job-look counsel, and portray changed job depictions or managers. Through a job site a forthcoming worker can find and round out a job application or submit continues over the Internet for the promoted position. Here, we are going to analyze the effectiveness of job portals, and will show how it's efficiency work at recruitment process life cycle (RPLC), it's will be analyzed through some set of valuable queries, arise against to the students and people.

Keywords: Job Seekers, Job Portal, employment, hiring employee

1. Introduction

Job portals play an important role in the recruitment method, simple and quick. On-line job portal have a huge repository of productive job seekers, and quite often provide free of charge resume or perhaps CV submitting services, which usually encourages people looking for work to withstand with them. As a possible employer, it is possible to filter with the aid of data bottom and select to the people CV's that will meets the work profile conditions. A job portal is a website that deals specifically with employment or careers. Many employment websites are designed to allow employers to post job requirements for a position to be filled and are commonly known as job boards. Other employment sites offer employer reviews, career and job-search advice, and describe different job descriptions or employers. Through a job website a prospective employee can locate and fill out a job application or submit resumes over the Internet for the advertised position.

1.1 Performance based Payments

The second generation of employment sites, often referred to as the PFP, involves billing affiliate services for jobseekers. Although many sites that provide access to job advertisements include pages with advice about writing resumes and CVs, performing well in interviews, and other topics of interest to job seekers there are sites that specialize in providing information of this kind, rather than job opportunities.

2. Hiring the Employees

In an online job portal development one can easily add many things to make their website best for Employees and benefits for jobseekers, looking for the best organizations. For employer It's very easy to publish vacancies in a specific category with description with experience to search and knowledgeable person of your company. Aside to that job portal development also supports various feature like e-mails, phone calls, and other communications modes to make direct communication between the employees and employers. There are number of advantages offered by job portal development.

3. Advantages of Job Portals

Those employers, who are looking for perfect person for their company, can find at job portal in first instance. Even, they don't have to take an interview of many employers to find one from the best. Another advantage of using job portal is employers can send application, so the procedure of appointment becomes faster.

4. Research Methodology

The principal goal of the research is to identify the problems students faced in selecting the major and finding the right job after graduation and then how job portals are effective. The method used is suitable to achieve the research objectives. The following section will present the research methodologies used in the current research, in detail.

4.1 Survey

A survey is one of the important methods used in quantitative research. The survey is used to collect information and data from the sample population (students). The sample is a part of the population being studied. The size of the sample depends on the aim of the study. Surveys may have different goals and there are many ways to conduct surveys such as the use of the telephone or mail. Basically, surveys provide consequential source of scientific knowledge. Some surveys involve the sample population in a defined area, while others focus just on a part of the population. Surveys can be divided according to the size and type of samples, and by the methods of collecting data. Mails, telephone interview, online correspondence and personal contact, are four basic kinds of survey method.

4.2 Population of the Study

The study was based on a human resource function and therefore the target respondents comprised of human resource practitioners and clerical cadre deployed to perform human resource related functions in each organization.

4.2.1 Data Collection

The study used primary data. The data was collected through the use of a semi structured questionnaire which consisted of both open and closed ended questions which were administered through a drop and pick later method.

4.2.2 Data Analysis

The data was coded and analyzed using descriptive statistics. Percentages and frequencies were used to analyze questions on the effectiveness of job portal. Data was analyzed using statistical package for social sciences based on the questionnaires. In particular mean scores, standard deviations, percentages and frequency distribution was used to summarize the responses and to show the magnitude of similarities and differences. Results were presented in tables and charts.

4.3 Bio-data Information

The demographic information considered in this study included the respondents' gender, level of education, respondents' age bracket and duration working in the organization.

4.3.1 Respondents Gender

The respondents were asked to indicate their gender in order to ensure that the results obtained captures the views of both gender. The results were presented in Figure 1.1

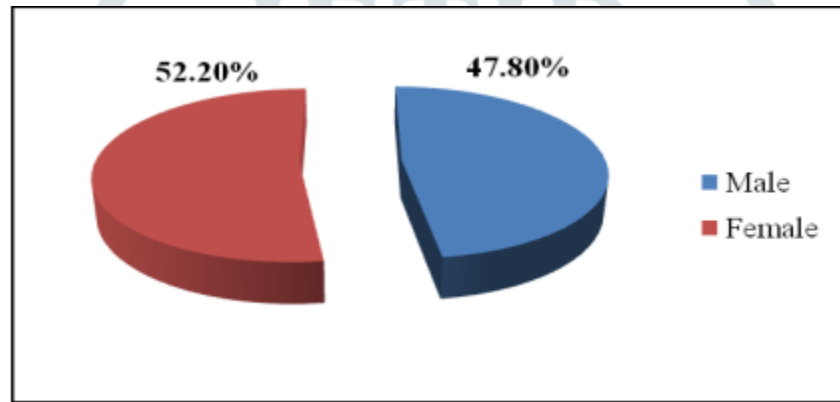


Figure 1.1: Respondents Gender

The results indicate that 52.2% of the respondents were female while 47.8% of the respondents were male. The respondents were slightly made up of more female than male. The findings indicate that the male and female difference was not significant and therefore this implies that the study was not influenced by gender imbalance.

4.3.2 Respondents Age Bracket

The respondents were asked to indicate their age bracket and this was important for the study in order to establish the influence of respondents' age on e-recruitment and talent acquisition. The results were presented in Table 1.1.

Table 1.1 Respondents Age Bracket

Years	Frequency	Percent	Cumulative Percent
25 – 29	4	6.9	6.9
30 – 34	7	12.1	19.0
35 – 39	5	8.6	27.6
40 – 44	7	12.1	39.7
45 – 49	16	27.6	67.2
Above 50	19	32.8	100.0
Total	58	100.0	

The results on the respondents' age bracket indicate that 32.8% of the respondents' age bracket was over 50 years; 27.6% of the respondents indicated their age bracket to be between 45 and 49 years; 12.1% of the respondents said that their age bracket was between 40 and 44 years; another 12.1% of the respondents indicated their age bracket to be 30 to 34; 8.6% of the respondents age was between 35 and 39 years while 6.9% of the respondents said that their age was between 25 and 29 years. The results indicate that majority of the respondents were above 30 years and therefore they have participated in the recruitment of employees physically and online thus understands the effectiveness of e-recruitment in talent acquisition.

4.3.3 Perceived Effectiveness of Job portal

The respondents were requested to indicate perceived effectiveness of online recruitment in the organization as this ensures that online recruitment achieves the desired objectives.

Perceived effectiveness of online recruitment	Mean	Std. Deviation
The online recruitment portal has made work easier as compared to the traditional recruitment practices of receiving hard copy applications	2.9483	.9257
The search facility effectively helps applicants find jobs easily	2.7931	.8534
The online form is easy to fill and takes only a short time	2.7586	.9789
The online software in use is able to sort out applications as they are received according to the advertisement	2.7414	.8493
The job portal is attractive to look at	2.7241	.8333
The information sought on the online form is not intrusive in applicants privacy	2.7069	.8378

The results show that the respondents were in agreement that online recruitment having made work easier as compared to the traditional recruitment practices of receiving hard copy applications (M=2.9483). The respondents further noted that search facility effectively helps applicants find jobs easily (M=2.7931); online form is easy to fill and takes only a short time (M=2.7586) and that online software in use is able to sort out applications as they are received according to the advertisement (M=2.7414). The low standard deviation variations indicate that there was a greater consensus among the respondents.

Conclusion

Job portal has bought a radical cultural and behavioral change, both within functioning of the human resource department and the potential candidates. Implementing the e-recruitment system for the job vacancy notification and the new employees' registering, interview and entry test processes, the management parties from observed. Acquiring the best talent involves planning, sourcing, assessing, hiring and on-boarding of top talent. Automating the recruitment processes helps ministries in implementing the best practices of recruitment and hiring the best talent available in the market. This leads to efficient and effective recruiting tools for selecting suitable candidates.

References

- [1] Anderson, R. S. (2003). Applicant and Recruiter Reactions to New Technology in Selection: A Critical Review and Agenda for Future Research Article. International Journal of Selection and Assessment September.
- [2] Barber, L. (2006). E- Recruitment Developments. Institute of Employment Studies Research Networks. Brighton, UK.
- [3] Barney, J. B. & Wright, P. M. (1997). On becoming a strategic partner: The role of human resources in gaining competitive advantage (CAHRS Working Paper #97- 09). Ithaca, NY: Cornell University, School of Industrial and Labor Relations, Center for Advanced Human Resource Studies
- [4] Barney, J., Wright, M., & Ketchen, D.J. Jr. (2001). The resource-based view of the firm: Ten years after 1991. Pergamon, Journal of Management, 27, 625-641.

- [5] Bauer, T.N., Truxillo, D.M., Tucker, J.S., Weathers, V., Bertolino, M., Erdogan, B. & Campion, M.A. (2006). Selection in the Information Age: The Impact of Privacy Concerns and Computer Experience on Applicant Reactions. *Journal of Management*, 32(5).
- [6] Bhattacharyya, D. K. (2014). Talent Development Process of CPSEs: A Reflection on Practices and Requirements. *Journal of Institute Of Public Enterprise*, 37(3/4), 91-99.
- [7] Breugh, J.A. (2009). *Recruiting and Attracting Talent. A Guide to Understanding and Managing the Recruitment Process*. SHRM Foundation, USA.
- [8] Chambers, E.G., Foulon, M., Handfield-Jones, H., Hankin, S.M. & Michaels III, E.G. (2007). *The War for Talent*. The McKinsey Quarterly: The Online Journal of McKinsey & Company. New York.
- [9] P. Sanjeevikumar Vengatesan K, R. P. Singh, S. B. Mahajan, "Statistical Analysis of Gene Expression Data Using Biclustering Coherent Column", *International Journal of Pure and Applied Mathematics*, Volume 114, Issue 9, Pages 447-454
- [10] P. Jaspreetkaur Sayyad Samee, Sarfaraz Khan, K. Vengatesan, Mahajan Sagar Bhaskar, P. Sanjeevikumar, "Smart City Automatic Garbage Collecting System for a Better Tomorrow", *International Journal of Pure and Applied Mathematics*, Volume 114, Issue 9, Pages 455-463
- [11] Vengatesan K., Mahajan S.B., Sanjeevikumar P., Mangrula R., Kala V., Pragadeeswaran (2018) Performance Analysis of Gene Expression Data Using Mann-Whitney U Test. In: Konkani A., Bera R., Paul S. (eds) *Advances in Systems, Control and Automation. Lecture Notes in Electrical Engineering*, vol 442. Springer, Singapore.
- [12] Vengatesan K., Mahajan S.B., Sanjeevikumar P., Moin S. (2018) The Performance Enhancement of Statistically Significant Bicluster Using Analysis of Variance. In: Konkani A., Bera R., Paul S. (eds) *Advances in Systems, Control and Automation. Lecture Notes in Electrical Engineering*, vol 442. Springer, Singapore
- [13] Vengatesan, K., and S. Selvarajan. "Improved T-Cluster based scheme for combination gene scale expression data." In *Radar, Communication and Computing (ICRCC), 2012 International Conference on*, pp. 131-136. IEEE, 2012
- [14] K. Vengatesan, S. Selvarajan, "The performance Analysis of Microarray Data using Occurrence Clustering" *International Journal of Mathematical Science and Engineering*, Issue-2, Volume-3, December 2014, pp 69-75.
- [15] Kalaivanan, M., and K. Vengatesan. "Recommendation system based on statistical analysis of ranking from user." *International Conference on Information Communication and Embedded Systems (ICICES)*, , pp. 479-484. IEEE, 2013.
- [16] Cober, R.T., Brown, D.J., Keeping, L.M., and Levy, P.E. (2004). Recruitment On the Net: How Do Organizational Website Characteristics Influence Applicant Attraction? *Journal of Management*, 30 (5) 623- 646.

