



A STUDY ON IMPACT OF JOB PORTALS ON RECRUITER IN SELECTED CONSULTANCY SERVICES

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ABSTRACT:

In the education among the people is so increasing that the jobs for them are now decreasing. The companies even want the people who are best in their fields. At that time, it becomes difficult to find the people who are bright enough to be hired. The work for the companies also increases to find the people who can fulfil their desires. Thinking about these problems, one can think about the method which can handle this process and make the work less difficult. This article is about the recruitment process which is done online and impact of those job portals on recruitment. The recruitment process here is handled by different Software at HR Consultancy Industries. Previously, the mass recruitment used to be conducted through walk-in interviews, or advertisements on the newspapers which were the old-school techniques of approaching the candidates. Now the recruitment agencies collect the profiles of the candidates, analyse them, and then select the best among the rest and schedule interview with the employers of the concerned organization. The Study is conducted in order to know about how these online job portals impact on the recruitment process followed at the HR Consultancy Industries.

Keywords: job portal, recruitment, consultancy

INTRODUCTION:

A job portals popularly known as a career portal is a hub of information, which helps the job seekers to explore career opportunity with various registered companies and apply for the same. T also serves as an aid for employers to search an ideal candidate from a pool of registered applicants. Time and information being quite crucial in this competitive era, it is important for candidates seeking for job opportunity to invest their time and money on a genuine avenue that could provide them with job opportunity. Job portals has transpired to be an optimum search engine, which not only facilitates employers and candidates to post their requirement, but also assists them in

decision making by providing an ideal match to their expectation. Overall it serves as a platform which accommodates to post, collate and search for the information required by job seekers and employers.

Review of literature:

Mallik and Patel (2020) studied the e-recruitment measures post Covid-19 pandemic. They stressed on the need of job-seekers and employers to improve the quality of recruitment. They found that use of social media for e-recruitment is beneficial for both. Through their research the authors have described how social can be used for e-recruitment. The authors have concluded that instead of relying of external sources, they should focus on social media as a tool for e-recruitment. Abia and Brown (2020) tried to bring conceptual clarity to e-recruitment by analyzing previous conceptualizations in existing literature. The authors used five conceptualizations using grounded theory. These include: E-recruitment as a Proxy, E-recruitment as a Service, Recruitment as a Process, E-recruitment as a System and E-recruitment as a Technology Tool. These conceptualizations help in providing the use and definition of e-recruitment.

Objectives of the study:

1. To examine HR recruiter's perspectives on the impact of Job portals.
2. To explore why traditional recruitment tactics have given way to Job portal methods.
3. To investigate the impact of using Job portals techniques.

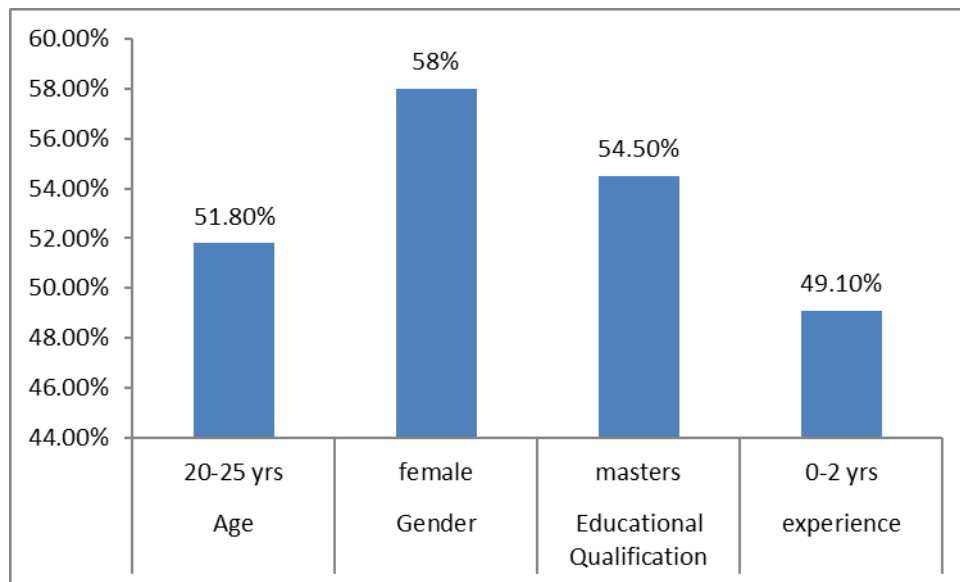
Materials and methods:

In this study the researcher used simple random sampling technique to collect the data from the 101 respondents.

Analysis and interpretation:

S.No.	Variables	Opinion	Percentage
1.	Age	20-25 yrs	51.8
2.	Gender	female	58%
3.	Educational Qualification	masters	54.5
4.	experience	0-2 yrs	49.1%

Source: Primary Data.



Interpretation:

The chart depicts that the demographic variables of the respondents.

Hypothesis testing:

DIFFERENCE BETWEEN AGE AND DETAILS GIVEN IN THE JOB PORTALS

1. There is no significant difference between Age and details given in the job portals.
2. There is significant difference between Age and details given in the job portals.

	Sum of squares	df	Mean square	F	sig
Between groups	8.792	4	2.198	2.464	0.049
Within groups	95.458	107	0.892		
Total	104.25	111			

Source: Primary Data.

Interpretation:

The table shows that significant value is 0.049 which is higher than the standard value (0.05). Hence the null hypothesis is accepted. There is no significance difference between Age and details given in the job portals.

DIFFERENCE BETWEEN QUALIFICATION AND SATISFIED WITH THE JOB PORTALS USING FOR RECRUITMENT.

1. There is no significance difference between qualification and satisfied with the job portals using for recruitment.
2. There is significance difference between qualification and satisfied with the job portals using for recruitment alternative hypothesis.

	Sum of squares	df	Mean square	F	sig
Between groups	2.088	3	0.696	1.642	0.184
Within groups	45.769	108	0.424		
Total	47.857	111			

Source: Primary Data.

Interpretation:

The table that significant value is 0.184 which is higher than the standard value (0.05). Hence the null hypothesis is accepted. There is no significance difference between qualification and satisfied with the job portals using for recruitment.

ASSOCIATION BETWEEN QUALIFICATION AND FREQUENCY OF VISITING THE JOB PORTALS

1. There is no significant association between Qualification and frequency of visiting the job portals.
2. There is significant association between Qualification and frequency of visiting the job portals.

	value	df	Asymp.sig
Pearson chi-square	79.771	9	0.006
Likelihood ratio	23.086	9	0.3
Linear by linear association	1.073	1	
No of valid cases	112		

Source: Primary Data.

Interpretation:

The table shows that significant value is 0.257 which is higher than the standard value (0.05). Hence the null hypothesis is accepted. There is no significance difference between experience and satisfied with the job portals using for recruitment.

Conclusion:

Job Portals carries with it the distinct advantage of enabling companies to reinvent themselves- Internally to employees, as well as a means of sourcing the best talent. The most successful use of job portals lies not only in researching the integration. While job portals encompass a host of corporate departments from marketing to customer service, to public relations, human resources departments that are able to take corporate applications of job portals will enable their company to realize the greatest benefits in terms of recruitment, research and impact. Gen- Y or Gen- Next job seekers, who are active through social media sites, are typically happy with having their personal, and

professional profiles overlap on the job portals. Recruiters, who try to decide on potential candidates ruthlessly based on what they get about them online run the risk of rejecting outstanding candidates, managers overlook that job portals profiles are not well-structured resumes. So, it is essential for HR professionals to invest time separating and maintaining both personal and professional online profiles of candidates.

Suggestions:

1. The organizations should practice the use of job portals in all stages of recruitment process.
2. There should be a clear feedback system between the recruiters and applicants while using online media of recruitment.
3. The organization should provide training for the employees. This provides satisfaction to the employees searching the candidate using keyword technology.
4. The organization should make sure all the recruiters aware of the terms and conditions for using the job portal.
5. The organization should ensure that job portals are kept up to date and should share all the updates to the recruiters on the new changes.

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