E-recruitment strategies in emerging scenario

Publication History
Received: 1 June 2016
Accepted: 28 June 2016
Published: 01 October 2016

Citation
Archana KR, Jees George. E-recruitment strategies in emerging scenario. Indian journal of arts, 2016, 6(20), 129-133

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General Note
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Abstract- E-Recruitment strategy is a well-articulated technique for effective utilization of internet technology in order to improve efficiency as well as effectiveness of the recruitment process. As internet usage became widespread, the first step of e-recruiting was the addition of online career option on corporate websites. It was mostly accepted that corporate website recruitment has improved recruiting efficiency. The main goal of this research paper is to analyze the e-Recruitment tools and trends and the use of internet for all HR activities. The objective is to identify what e-recruitment methods are being used and what benefits are being experienced by organizations using these methods. Now a day for a large majority, online recruitment is an important part of the recruitment strategy because as the world is getting flatter day by day as of globalization, many new technology and concept has been coined.

Index Terms: Recruitment, E-Recruitment, Career websites, Web portals

INTRODUCTION

Long-time HR specialists undoubtedly remember receiving stacks of resumes sent either by search firms, in response to newspaper ads, or through one of the other more traditional recruitment resources. The process of receiving and reviewing resumes and employment applications has changed dramatically over the past decade. Increasingly, employers are using the Internet to recruit, either by developing an online presence of their own or by linking up with Web-based job search services. Applicants, too, are preparing and transmitting many more resumes electronically, thereby relieving recruiters from being inundated with thousands of paper resumes. The Internet, then, is rapidly moving up in the ranks of recruitment, as many more applicants and employers communicate with one another, computer to computer.

RECRUITMENT

Recruitment is one of the important process of HRM which is effective selection and utilization of human resource. Right people at the right place and right time is the chief motive of HRM in organization. Recruitment is ultimately inviting the pool of candidates to get selected and join the organization. The objective of the recruitment is to obtain qualified employees for the organization to achieve organizational goals. Recruitment process acts as a bridge between employee and job seeker. Recruitment is a positive process as we are inviting pool of candidates to get selected for the job.

Recruitment process mainly includes,

- Application
- Screening
- Interview
- Selection

RECRUITMENT AND E-RECRUITMENT

E-recruitment is one of most recent trend in recruitment. As internet usage became widespread, the first step of e-recruiting was the addition of online career option on corporate websites itself. It was mostly accepted that corporate website recruitment has improved recruiting efficiency.
Recruitment is the process of generating a pool of qualified candidates for a particular job; the first step in the hiring process. The Hiring process means carrying out a full series of functions, it means making a choice and deciding that the candidates meet the requirements of the specific job, if so, hiring that person. “Hiring process” means, the company’s hiring policies have been clearly defined.

CAREER WEBSITES

Companies that put up their own career websites are recruiting proactively, there by increasing their chances of finding suitable employees. Plan your postings with a specific objective in mind: that is attracting qualified applicants whose backgrounds and interests are compatible with the environment and offerings of your organization. This statement identifies your company as unique and immediately sets it apart.

The best website provide helpful information about the company and make it easy to apply for a job. In particular, businesses need to focus on four areas: content, navigation, branding, and functionality. About half of job hunters became more interested in working for a company after visiting its website, while one in four lost interest in a company based on their website.

THE GROWTH IN E-RECRUITMENT

The primary drivers for introducing e-recruitment are cost effectiveness, faster processes, access to a wider pool of applicants and better employer branding. There are some other factors like reduction in administration, speed of recruitment and improvement in brand image are also identified.

1) Cost effectiveness: the online recruitment methods can be much more cost effective than traditional methods. Cost effectiveness was the single most important reason to implementing e-recruitment approach.

2) Speed and efficiency: The recruitment process can be made faster through online posting of jobs, filling the online application form and e-mailing CV’s is easy. Applications can be processed within minutes, saving both recruiters and jobseekers valuable time.

3) Employer branding: it is also a key reason for organizations to adopt e-recruitment to promote their image as a progressive organization. As more detailed information can be provided on the company’s website than in newspaper advertisement. It improves company image and profile and giving an indication of the organization culture.

4) Create wider candidate pool: It creates a wider pool, by providing 24/7 access to job seekers from around the globe. It provides a better chance of finding the right candidate. This also attracts a larger or more diverse applicant pool.

5) Quality of candidates: the online recruitment process improves the quality of the candidates because of mixed finding. It also widening the pool of potential applicants and reducing the time to recruit, online recruitment, can help organizations compete for the best suitable candidate.

6) Other factors: other reasons for implementing e-recruitment techniques are reduction in administration work. It improves record management and providing a better service to candidates and facilitating internal recruitment.

E-RECRUITMENT STRATEGIES

To become successful the organization must adopt its own individual e-recruitment strategy but many times the term is often misunderstood. In reality, e-recruitment encompasses everything Internet - from your website, job boards you use, receiving registrations & applications by the web, through to your management of the entire process. The organization must have to adopt the right approach that will result in massive savings of cost and increased productivity, opening new opportunities for you in your marketplace. For the management of the strategy one should adopt a centralized approach, where a customizable web based recruiting system brings everything together.

A. E-RECRUITMENT PROCESS

a. First you identify a new requisite: Firstly you identify or inputting key skills and requirements onto your system, and a good system will allow you to quickly match suitable candidates from your own database with easy-to-use tools.
b. **Next, hunt for suitable candidates:** At this point, we already found some suitable candidates from existing ‘quick matching’ it’s a good start.

c. **The time to receive applications from job boards and online CV searches:** This can give in the best candidates but can be time consuming if sent to the in-box. On the other hand, with a skillful automated recruitment system, responses from job boards should already be imported with all data and the required skills automatically extracted. This enables the organization instantly identify the most suitable candidates and also speeding up the short-listing process.

d. **Now ready to work with the generated short list of candidates:** need to contact candidates and clients along the way e.g. to send letters, interview invites or forward CV’s with customized templates by online recruitment system, this task is simple and automated, and keeps the personal touch.

**KINDS OF E-RECRUITMENT**

Major two kinds of E-recruitment involve,

I. **Use of job portals**

   The use of various job portals is increasing day by day by the candidates. It provides ease for applying for the job. Moreover, as internet usage has been increased in the recent years, it is one of the convenient ways also for application. Candidates can search for the suitable jobs and at the same they can apply from home for the job. Generally these job portals have tie-ups with the organizations and by screening the candidates Profile and considering the requirements of the organization, job portals refer to the candidates with the suitable job profile for the application.

   Examples:
   
   i. www.naukri.com
   ii. www.shine.com
   iii. www.Govtjobsdaily.com etc..

**Online career option in the organization’s web site**

One of the recent options available for the E-recruitment is online career option in the company’s website itself. Many huge companies have started adopting this option. Website will have a separate ‘Career’ option so that passive applicants can apply online only for the job and they will be called at the time of respective requirement in future. This method is also very useful to save the time as well as resources of the organization. Many companies like, Sun Pharma, GlaxoSmithKline, BAN labs ltd, Kotak Mahindra Bank, etc are using online career option in their websites.

**B. ONLINE RECRUITMENT STRATEGY**

- **Social media**

   Social media is an excellent way to advance your online strategy. You will be able to use networks such as twitter, Facebook or LinkedIn to post jobs. It’s advisable to create profiles in these sites and mention your job openings in your status updates.

- **Use targeted Job portals**

   It is sensible to select job portals which are relevant to your vacancy and advertise on them. Using online job marketing will allow you to advertise jobs on multiple different sites.

- **Reply to applicants on time**

   Reply to applicants rapidly so that they are aware of their stage in the process. You can utilize your applicant tracking system to come up with a set of applicants who qualify for the interviewing stages.

**BENEFITS OF E-RECRUITMENT**

- It raises brand awareness:
With millions of internet users on Facebook, Twitter, LinkedIn and Google+ the visibility of your company will definitely be increased and so will the jobs, which will be noticed by a big number of qualified candidates. It will also show to the online community that the company is following trends of social networking.

- It is cost-efficient:
  In comparison to other traditional job advertisements the recruiting-related transactional costs are lower. A company can put the money that would have been spent on using traditional recruitment sources towards social media recruitment strategies and the implementation of various tactics.

- It increases the quality of hire:
  People who know how to use social media are considered early adopters and are highly in demand in today’s job market as they are perceived as being more technically savvy and innovative.

- It is quick:
  The speed at which information travels online is amazing. A job description can easily be published on the corporate website and employees can circulate the link on various websites.

- It gives employees more company ownership:
  If every employee is involved in the recruitment process (regardless of the position and the department) and allowed to spread the word quicker and wider by tapping into their own social networks, it will give them more company ownership.

- It gives you a competitive edge:
  Having a corporate social media presence gives you a competitive advantage over those companies that are not there yet.

- It gives you a better candidate screening:
  More and more companies use social media websites to check their candidates’ backgrounds.

CONCLUSION

E-Recruitment and the use of social media is set to grow significantly. Now a days, more than organizations use internet based system to track and to manage candidate applications which provides significant benefits in terms of efficiency, cost and capability to monitor on recruitment activities. The term e-recruitment is used and implemented to improve the efficiency of the recruitment process. These technologies will also helps the organizations to challenge their own thinking and identify the solutions that can be implemented in a timely and efficient manner. It also helps the organizations to develop their e-recruitment practices and strategies to attract and recruit the best candidates to their organization.

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