

Importance and Problems of E- Recruitment

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ABSTRACT

Now a day the traditional method of recruitment has been revolutionized by the influence of the Internet. E-Recruitment is the latest trend in the recruitment process and it has been adopted in many organizations from large to small-sized companies. Even Most organizations are already using e-recruitment to post jobs and accept Resumes on the Internet, and correspond with the applicants by e-mail. In this article, there will be an introduction on e-recruitment. There will also be a discussion on the various importances, disadvantages of e-recruitment. The study helps to analyze the trends in e-recruitment, e-recruitment methods.

Key words:

E-Recruitment; trends; importance; problems; types

INTRODUCTION:

E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less

expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. The online promotion of an organization as a desirable place to work, through the corporate website or other venues, is one element of e-recruitment. E-recruitment software and systems are available as standalone applications, product suites and services. A recruitment management system is an integrated product suite or portal that streamlines and automates the processes involved.

REVIEW OF LITERATURE:

Helen Verhoeven(2008) This paper reports on a study into Internet recruitment and selection in the United Kingdom. It discusses the advantages and disadvantages of Internet recruitment and selection as identified in literature and considers those against the views of employers in the United Kingdom.

Dr. A J du Plessis(2012) This article focuses on the background of the 'conventional' or 'old' way of recruiting, it reviews different 'new' ways; e-recruiting and its effectiveness; advantages such as accessibility and disadvantages such as

transgression of some legislation in e-recruiting and the impact it has on management.

Avinash S. Kapse(2012) In this article, there will be an introduction on e-recruitment and its development process. There will also be a discussion on the various advantages and disadvantages of e-recruitment practice broadly taken from various literatures.

Ms. D Shahila(2013) The study helps to analyse the overall trends in e-recruitment use and practice, e-recruitment methods, E-Recruitment Challenges and issues of E-Recruitment and its increasing scope in the recruitment process of a company. And also discuss the main success factors of e-Recruitment are the value-added services provided by the job sites, cost-effectiveness, speed, providing customised solutions, helping to establish relationships with HR managers and facilitate brand building of the companies.

Mary Grace G. Ventura(2013) The purpose of the study was to develop an online recruitment software that would facilitate the fast and accurate selection of qualified applicants. The Modified Waterfall Model was utilized in the development of the software. The developed software was then evaluated by six groups of respondents to determine the effectiveness of the system in terms of performance, reliability, security, and cost-effectiveness.

OBJECTIVES OF THE STUDY:

1. To explain the importance of e-recruitment.
2. To list out disadvantages of e-recruitment

3. To focus the methods and trends in e-recruitment.

IMPORTANCE OF E-RECRUITMENT:

Gone are the days when online recruitment was the exclusive domain of the technologically savvy, the curious and the ultra-sophisticated. Today, with this medium tried, tested and proven to be true and more importantly indispensable, professional recruiters and employers alike rely on job portals as a primary source of professional talent both on a stand-alone basis and in some cases to complement traditional hiring methods. There has been a paradigm shift in the way companies recruit thanks to the value, efficacy and ease-of-use of today's career sites and with internet penetration levels ever skyrocketing, geographic boundaries blending when it comes to professional mobility and the quest for top talent at fever pitch in booming regional economies, this medium is definitely here to stay.

The following are the importance of E-recruitment:

1. Reduced time-to-hire

E-Recruitment allows for immediate real-time interaction and 24x7 hiring/job search activity. Employers can post a job in as little as 20 minutes on a career site such as Bayt.com with no limits to ad size and start receiving CVs in response immediately. The posting typically remains active for as long as 30 days and continues to receive applicant CVs immediately as job seekers come across it. This is in comparison to traditional methods where a newspaper ad may take appear a week later and only for a day, or a recruiter has to wait till month-end to reap the benefits of an ad in a monthly

industry or geography-specific publication. Typically, e-recruitment hiring is on average 70% faster than traditional hiring methods and the recruiting cycle is speeded up at every stage from posting, to receiving CVs to filtering to managing the contacts and workflow.

2. Reduced cost-of-hire

Costs of posting jobs and/or searching for candidates on job portals can be up to 90% lower than the costs of using traditional search firms and/or advertising methods. Online postings at approximately USD250 on a site like Bayt.com are substantially more cost-effective than the 30% of annual salaries fee that many traditional recruiters charge or the costs of newspaper/publication ads for the same reach and time period.

3. Wider reach for employers

Unlike traditional methods which are usually restricted by career level, geography, industry or other parameters online recruitment portals typically have current and active talent databases that cover all career levels, industries and regions. Top marketing dollars are spent ensuring the databases are diverse, updated regularly, relevant and high quality. Sprawling business development teams also ensure that affiliations are established whereby the portals are always prominent and top-of-mind with the relevant candidates and are visited by the target job seekers regularly.

4. Wider reach for candidates

Candidates benefit immensely from the wider scope they gain through online job sites. They are able to access jobs in companies, industries and locations they

may not otherwise have learned of and can apply immediately with the click of a mouse. By posting their CVs online they can be contacted by employers/recruiters directly for opportunities that may not even be advertised.

5. State-of-the-art filtration tools

Leading job sites like Bayt.com offer employers the latest technologies and filtration criteria that help them find potential future candidates in the easiest, most rapid and efficient way. Bayt.com provides its community of employers with more than 33 unique search criteria and state-of-the-art screening and sorting tools to help them quickly and easily target and contact both active and passive professionals without the delay of using a go-between.

6. Branding opportunity for employers

Employers can use their job ads to project a consistent brand and company image/values to prospective job seekers. With the heat on for top talent, candidates can be very particular about who they work for and these company descriptions often serve as a basis for their application decisions.

7. Sophisticated management tools

The entire recruitment process is managed from one location which allows the employer to post vacancies, receive CVs, screen, prioritize and contact candidates individually or collectively and track all activities from the confines of a private and highly functional employer Workspace. job seekers similarly can track the progress of their application at every stage of the hiring process from their own functional Workspace. This allows for an enhanced

user experience for both employer and job seeker.

8. Allows for confidentiality

Both employers and job seekers can elect to maintain their confidentiality. Employers can elect to search the databases without posting a job if the vacancy is sensitive in nature, or they can post a vacancy while keeping the company name confidential. Similarly, candidates can post their CVs online while keeping their names and present employer's name confidential.

9. Allows for proactivity

The employer/recruiter is in full control of the hiring process with online recruitment, can contact candidates real-time and directly and does not require a middleman to sift through, filter, assess or select the required candidates. By being in the driving seat the employer gains valuable insight into the nature of the marketplace and the competitive landscape for the position. He is also able to ensure a superior match and a better fit for the long term.

PROBLEMS FOR EMPLOYERS

1. Abundance of applicants

Because the Internet is accessible to people all over the world, the employer is likely to get swamped with resumes from interested candidates. And unfortunately, many of the applicants responding to the ads are not qualified. Recruiters spend a great deal of time sorting through resumes to discard those that do not qualify for the position they are seeking to fill.

2. Inflated resume keywords

Because employers rely upon the applicant tracking system to locate resumes that include relevant keywords, there is a strong possibility that certain keywords in a vast majority of job applicant's resumes are exaggerated. Yes, some candidates purposely stuff his/her resume with keywords so that their resume is selected by the system. Therefore, recruiters are deceived into calling applicants for interviews that do not meet the job requirements. This is a waste of time, for both the applicant and the employment recruiter. Nonetheless, some job seekers who have been unemployed for a great length of time are really desperate for an interview that could hopefully land them a job.

3. Overestimate applicant

It's difficult for a company recruiter to determine whether or not an applicant is the right fit for a job without meeting him/her face-to-face. A candidate can have all the right credentials on paper but still may not have the right character for the company. The most effective way to determine if an applicant is suitable for a particular job and right fit for the company is to meet with him/her face-to-face in an interview.

4. Outdated job postings

Occasionally, human resource representatives fail to remove old postings for positions from the website that have been filled. Sometimes this is due to miscommunication between the hiring manager and HR or a glitch in the system. Recruiters get swamped with resumes for jobs that are no longer open. However, employers will continue to get flooded with

resumes from interested applicants until the posting is removed.

PROBLEMS FOR JOB APPLICANTS

1. Impersonal

This is by far, the biggest complaint I hear from job applicants. Many job seekers attest that looking for a job online lacks a personal touch. Jobs seekers want to be able to talk with someone via phone or face-to-face should they have questions about the company or the job they are interested in applying for. Job seekers claim employers are so inaccessible and display very little or no human interaction.

2. Outdated job postings

Aforementioned on the recruiting side, outdated job postings is the second biggest drawbacks of online recruitment that job applicants detest. Many applicants claim they have applied for what appeared to be a current job posting, only to find out weeks later that the position had been filled a month ago. How devastating this is for individuals who are hoping to land an interview with a prospective employer. Had the aspirant known the position was filled; he/she would have never applied for it. This is simply a total waste of the applicant's time.

3. Website malfunctions

Applicants often complain about company websites that breakdown when attempting to submit their documents. Others complain that some website layouts are so confusing and find it difficult to navigate around the site. Some get so frustrated that they give up trying to apply for work on that particular site.

4. No response from the company

Another popular complaint from job applicants is, they don't get responses from some companies where they've submitted their resume and contact information to the company website. Well of course there's no way for the applicant to call the company because they've purposely omitted a contact number. Or else state, "no phone calls please". Nowadays, companies discourage applicants from calling the company to inquire about a job posting, it's strictly web-based process. Nonetheless, applicants want to hear something...even if it's an email stating, "you will not be considered for the job". This will, at least, advice the applicants to continue his/her job search elsewhere.

E-RECRUITMENT METHODS

E-recruitments are generally done in two different ways:

- Post the company profile and the job specifications on one of the many available job portals and also search the portal to see if any suitable resumes are on the site.
- The alternate is to create an online recruitment page on the company's own website where job seekers can submit their resumes which will get added to the database of the organization for future consideration.

Many organizations post the job vacancies on the site as this is vastly cheaper than advertising in the daily newspapers. Besides, e-recruitment helps the companies to automate the entire recruitment process, saving both time and expenses. It will be useful if a well-conceived and imaginatively structured applicant tracking method is

developed and integrated with back-end support.

TRENDS IN E-RECRUITMENT

The latest innovation is the Resume Scanner that most job portals offer the companies to help them screen and shortlist the resumes as per candidates, qualifications and experience, special skills and salary details.

There is ample evidence that business enterprises are increasingly using Internet technology as well as the World Wide Web as a platform for recruiting candidates. A recent survey of more than 50 organizations using e-recruitment methods reported the reasons for the switch-over from traditional methods to e-recruitment:

- Web presence and using Internet improve corporate image
- Minimizes recruitment costs
- Lessens paper work and administrative burden
- Ability to deploy advanced web tools for the recruitment team.

The employer must learn to reach job aspirants by creating profiles on social media websites like Facebook and LinkedIn and can also advertise job vacancies with the numerous online recruitment agencies – to intensify the talent hunt.

CONCLUSION:

This system will help for betterment of traditional recruitment with less time and cost. The traditional methods of recruitment had been revolutionized by the emergence of the Internet. Electronic recruitment has changed the way jobs are applied for and has become so simple that anyone can do it. The Internet and e-recruitment therefore face a

very bright future. Traditional methods should not be replaced by the e-recruitment, it should supplement. The e-recruitment is used to reduce the cost and time and also used to easily recruit to the personnel.

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