

E-RECRUITMENT: AN ADVANTAGE OVER TRADITIONAL RECRUITMENT.

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ABSTRACT : E-Recruitment or online recruitment is the e-recruitment process, as well as hiring job advertisements, receiving resumes, and hiring and friendly the new employee to the organization through company website, job portals and social media like face book, LinkedIn etc. So many organization are move to Traditional recruitment practice to modern Electronic Recruitment method or Online Recruitment to gain advantages like Perceived ease of use, Quality of Applicants, Wider applicants choice, Time & cost savings, Brand Image Development. This paper highlights the purpose of e-recruitment transformation by companies to make the processes more creative as well as less expensive attracts a larger pool of potential employees and smoothens the selection process fasters.

KEYWORDS : E-Recruitment or online recruitment, Quality of Applicants, Wider applicants choice, Time & cost savings.

INTRODUCTION: The E-Recruitment is the process of finding and hiring the best-qualified candidate worldwide for a job, for a appropriate and cost effective method. The E-Recruitment process includes activities like analyzing job requirements, attracting candidates, screening applicants, hiring and friendly the new employee to the organization. E-recruitment is the put into practice of using internet-based resources for searching, attracting, assessing, interviewing and hiring new employees. The function of e-recruitment is to make the processes more creative as well as less expensive. Online recruitment can appeal a larger pool of potential employees and smoothens the selection process. So many

company are relocate to Traditional recruitment practice to modern Electronic Recruitment method or Online Recruitment.

Recruitment is the technique is searching the candidates for employment and stimulating them to use for jobs in the organization. Recruitment is the platform that connects the companies and the job seekers. A process of finding and inviting capable applicants for employment. Nowadays the traditional process of recruitment has been transformed by the effect of the Internet. In the next coming years, online recruitment and employ new candidate is sustained their explosion and Growth. Presently, e-recruitment has been followed in many corporations like huge companies as well as in small Size organizations, Even Most businesses are already the use of e-recruitment to aid jobs and receive Resumes on the Internet, and accept the applicants through electronic mail. It brings the profit to the organizations. There will also be a conversation on the various advantages and disadvantages of e-recruitment. The candidates are also concerned in looking for information about job openings of their

wanted companies through internet rather than traditional approaches like reading employment columns in the newspapers. When it involves e-recruitment from organization attitude, three strategies are mainly implemented: (1) job forums (2) company websites and (3) social media.

REVIEW OF LITERATURE:

E-RECRUITMENT: Casper (1985) advises E-recruitment is measured a comparatively new concept for many organizations, articles on the topic first started looking in the mid-1980s. However it was not until almost a decade later in the mid – 1990s that more efficient and demanding literature and research on e-recruitment began to appear in human resource related journals. **Cappelli (2001)**, studies different service providers, new technologies, and companies' recruitment policies. In his view, the e- recruitment process consists of three major steps: attracting, organization, and contacting candidates. The first step involves the proper design of web pages, using electronic networks for promotion, and pursuing

potential candidates on the Internet and in on-line databases. The next step – sorting – involves the selection of candidates with the help of refined on-line tests. **Galanaki, (2002)**, E-recruitment refers to the practices of marketing companies' vacancies online. it's one of the well-recognized worldwide movements of the human resources functions.

Handlogten (2009), Said that the first summarize of the Internet as a recruiting device turned into within the mid-Nineteen Nineties. The terms online recruitment, e-recruiting, cybercruting, or Internet recruiting, present the formal obtaining of job information online . The use of the Internet has naturally changed the face of Human Resource (HR) recruitment and the ways organizations think about the recruiting.

Wolfswinkel, Joost and Furtmüller, Elfi and Wilderom, Celeste (2010), suggested the following definition: e-Recruiting is the net desirability and identity of capability personnel the usage of corporate or industrial recruiting web sites, digital

advertisements on other websites, or an random combination of these channels including optional methods such as remote interviews and assessments, smart online search agents or cooperative communication tools between recruiter and applicant.

E-RECRUITMENT VS TRADITIONAL RECRUITMENT

Pew Internet Surveys, (2002), Effective recruitment applies are an essential function of human resource management not only because of their role in enabling organizational success but also because of their role in affecting applicants' job optimal and, ultimately, an individual's quality of life. It has been estimated that 4 million US job searchers use the Internet to search for a job on any given day

Verhoeven, H., and Williams, S., (2008), Carried out a survey of HR managers concerning the use of technologies inside the recruiting, screening and selection procedure for task applicants in North America. The survey revealed that use of technology is becoming more established in organizations

particularly for mid level employment and most organizations rely on mix of modern methods and technology solutions in their daily activities.

Dr Emma Parry and Professor Shaun Tyson (2008) The fact that using online recruitment remains more set up in larger organizations and in the offerings area indicates that the perception that the Internet is more suitable for particular types of roles or organizations is common place and may be affecting the approval of these methods. Similarly, larger and public sector organizations may be more likely to fill a large number of vacancies and this means that they can cope with a large candidate group.

Rodriguez, D. (2011), The author stated that his firm makes use of the net recruitment as a method of attracting expertise person from the market and also to show off their profession possibilities. 50,000 jobs are available in their secure at the end of year 2011.

Faiyyaz, A. G. (2014), This research paper stated that all organization has a specific

objective and these objectives can be attained only when all the resources are put to maximum use. Internet is one such vital tool which helps an organization to inform, attract and retain the potential employee. Internet has the changed the viewpoint of the human resource division.

Dr. A J du Plessis 1, Prof. Howard Frederick 2,(2012),This article makes a speciality of the historical past of the ‘traditional’ or ‘vintage’ way of recruiting, it evaluations one-of-a-kind ‘new’ approaches; e-recruiting and its effectiveness; benefits such as accessibility and downsides which includes transgression of a few legislation in e-recruiting and the effect it has on control. Face-to-face interviews had been carried out with 102 agencies inside that population. A 36-query questionnaire changed into used and we hired random stratified cluster sampling. Research finished in Auckland’s Rosebank Business Precinct (New Zealand) revealed that for positive process classes e-recruitment is effective. E-recruitment is revolutionising the way employers hire employees. Some implications for managers are pointed out along with the need to learn

for these adjustments; it is able to save a whole lot of cash on advertisements; the savings might be used to broaden careers or training for personnel. The guidelines advise that the HR targets need to align with the organizational goals to make certain that they recruit, select and hire the right candidate for the proper activity. A waft diagram for e-recruiting was developed with the aid of the authors for use by using employers

OBJECTIVES OF THE STUDY :

- To examine the reason for transformation from traditional recruitment to E-recruitment methods.
- To analysis the advantages of adopting E-recruitment methods.

This study uses descriptive research methodology, reviews where collected over the period from 1985 to 2014.

Aastha tyagi (2012), Today, one of the most crucial sources of competitive advantage is based on human resource

efforts through attracting and retentive able individuals. The internet has helped in attracting potential candidates to an organization from the recruitment process, which is mentioned to as E-Recruitment. The exercise of meting out a vacant position and applying for a process thru a website has expanded regularly. The cause of this paper is to increase the studies at the recruitment practices, with attention on E-Recruitment practices and tendencies in India, to become aware of what e-recruitment strategies are being used and what advantages are being experienced by way of companies using those techniques.

Advantages of e-recruitment

E-recruitment offers abundant benefits to the users and companies which includes: Fast-moving recruitment cycle, Free-flow recruitment management process, Drop in recruitment costs, specifically costs per hire., Able to reach wider talent pool, Able to reach specific niche talent pool, Projecting the company as a modern and savvy, which builds the employer brand image, Permitting potential candidates to

apply for jobs 24X7. Able to influence worldwide job seekers.

Ghadeer Mohamed Badr ElDin Aboul-Ela (2014)

a) Saves Time: E-Recruitment is associated with time efficiency, this is emphasized in the reduction of time consumed when compared to the traditional recruitment methods, the time needed for the recruitment process becomes shorter, and the time consumed to analyze the collected data is reduced which in return will fasten the selection process.

b) Geographical Outreach: E-Recruitment helps the organization to reach more applicants, more geographical locations, makes the process simpler through the usage of technology, and facilitates the process of reaching a wider diversity of applicants through various recruitment sources.

c) Saves Efforts: E-Recruitment will allow the organization to save efforts through the utilization of technology thus allowing for the allocation of these human efforts in other

areas which in return may improve the overall efficiency.

d) Improved Quality of Applicants: E-Recruitment gives the organization the chances to attract more qualified and competent applicants, reduces the costs associated with attracting unqualified applicants, and makes the process of filtering the applicants easier through the adoption of technology.

e) Sound Organizational Image: E-Recruitment creates an improved and a sounder image for the organization thus, allowing the organization to reach more qualified applicants. By the above reviews collected are stated that Management of human resource in an organization cannot work smoothly if it's not electronically adopted properly. This research highlights the theoretical background and the previous results of the perceived benefits of e-recruitment. Thus, following the scales are provided to investigate the impact of perceived effectiveness on adoption of E-Recruitment.

Conclusion: The organizations move to modern Electronic Recruitment method. This paper highlights the paper less Recruitment processes, a more creative as well as less expensive attracts a larger pool of potential employees and smoothens the selection process faster. The purpose of this paper is to identify the benefits of e-recruitment. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. It can be used to keep track and maintain candidate applications, mostly among larger organizations. E-Recruitment has provided some remarkable benefits in terms of cost and efficiency.

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