



Opportunities & Challenges of E- Recruitment

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Abstract: Now a days the traditional recruitment method has been revolutionized by the wave of Internet. E-Recruitment is the latest trend and it has been adopted by large & small-sized organizations. Significance of internet can be seen as searching for best suitable job is just a click away. Job portals, company websites and social networking all makes recruitment speedy and helps in finding best match for vacant positions. E- recruitment is getting trendy among recruiters and job seekers because of its advantages like time, cost & quality etc. By just a click of the mouse or tapping on the screen of his mobile or tablet, one can find the jobs as per his skills, education and professional experience. The main objective of this study is to find out the various trends of online recruitment and to list the opportunities and challenges that job seekers and employer face while doing E-Recruitment.

Keywords:- E-Recruitment; trends , Internet and recruitment, Job portal, Online Recruitment

I. INTRODUCTION

“The secret of my success is that we have gone to exceptional lengths to hire the best people in the world.” – Steve Jobs

Today's world is technology based world and we can feel its presence in each sphere of our lives. Conception of internet has changed our lives tremendously and it has also changed the perception of people towards their work. Now whole world is just a click away from us and we can connect with individuals from all over the world. Today acquiring and retaining the employees is the biggest challenge and internet has proved to be a boon to recruitment process. E-Recruitment is a process of recruiting candidates for filling vacant positions in the companies through use of internet. E-recruitment is an integration and use of internet technology to improve competence of recruitment process. Electronic recruitment, online recruitment, cyber recruiting or internet recruiting are all synonyms of E-Recruitment. E-Recruitment plays very vital role in the process of recruitment as it provides a suitable number of applicants who fulfilled the criteria set by the companies.

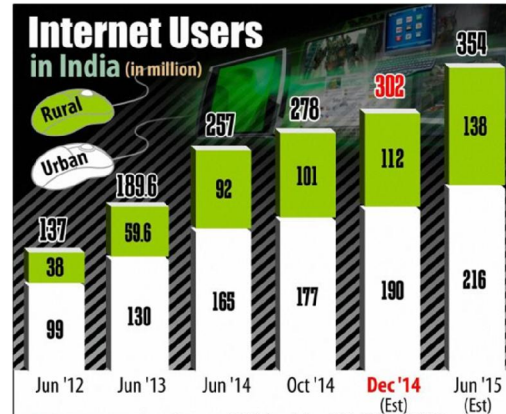


Figure 1: Web users in India (From The Hindu 2014)

Above figure shows that in past two years number of internet users has increased rapidly and it is estimated that it will reach around 354 million users in both rural & urban areas by end of June,2015. This shows that reach of internet has covered wide area of India and now it is an good option to find suitable career opportunities via internet.

E-recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s. A new global trend was started in US when Jeff Taylor launched Monster.com with 20 clients and 200 job openings in 1994. Today more than three-fourth of the Fortune 500 companies use online recruiting and also now people use mobile application for uploading resumes and searching jobs on portals. E- recruitment can be done through company website, social sites and online job portals. There are large number of online job portals like Indeed.com, Careerjet.com, freshersworld.com, Naukri.com, Timesjob.com, Monsterindia.com, Jobsahead.com, clickjobs & yuvashine.com. Social networking sites like linkedin, facebook, twitter, google + also plays a major role in online recruitment. Online portals have played a crucial role in providing companies with the best applicant with required qualification to be filled at the right place in the organization. E-recruitment has proved to be a very convenient mode for both company and the job seekers as both can upload the necessary details required and can find a suitable opportunity there.

RECRUITMENT & E-RECRUITMENT

The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner. The recruitment process includes activities like analyzing job requirements,



attracting candidates, screening applicants, hiring and welcoming the new employee to the organization.

advertised and attracting potential candidates towards organization.

E-recruitment is the practice of using web-based resources for tasks involved with searching, attracting, assessing, interviewing and hiring new employees. The function of e-recruitment is to make the processes more productive as well as less expensive. Online recruitment can attract a larger pool of potential employees and smoothen the selection process.

The fundamentals of e-recruitment are as follows:

- Tracking: Helpful in tracking the status of candidate with respect to the jobs applied by him/her.
- Employer's Website: Provides details of job opportunities and data collection for same.
- Job portals: Like CareerAge, Indeed , Monster, Naukri, timesjobs, etc these carry job advertisements from employers and agencies.
- Online Testing: Evaluation of candidates over internet based on various job profiles to judge them on various factors.
- Social networking: Sites like google +, twitter, facebook, linkedin, etc helps in building strong networking and finding career opportunities.

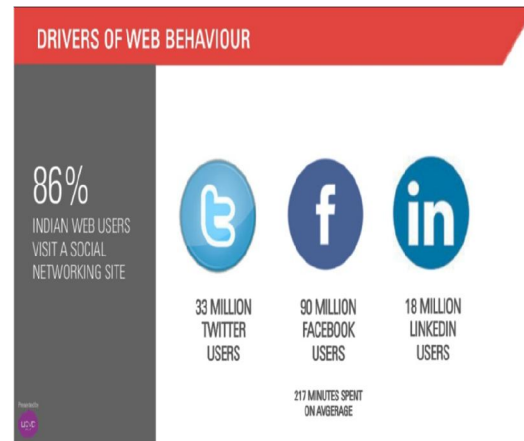


Figure 3: Drivers of web behaviour (From India on internet-2014) Above figure shows that 86% of total web users in India uses social networking sites and which helps us to understand that using social networking sites for doing recruitment is proved to be excellent option for companies.

LITERATURE REVIEW

Ms. D Shahila (2013) published an article which helps in explaining *E-recruitment challenges* covering challenges that are faced by companies while using online recruitment. This article highlights the points like online recruitment is facing challenges from employers and job seekers point of view and covers points like difficulty in finding suitable applicant, competition with competitors for good candidates, negotiation, transparency of system, difficulty in judging companies working culture.

Avinash S. Kapse (2012) published an article about *E recruitment* which stated that online recruitment has many advantages to companies like low cost, less time, quick, wider area, better match and along with this they have highlighted some points of disadvantages of online recruitment like scrutinizing applications is a problem, lack of internet awareness in India in some places and they said that employers want to have face to face interaction with candidates.

Archana L discussed about *Recruitment through social media area*. As online recruitment includes use of social networking for recruitments in companies this articles gives us fact about how use of social networking sites has increased rapidly for staffing purpose in companies. It shows that sites like facebook, linkedin, twitter, google + are contributing increasingly in recruitment as these sites and 36-50 % of the users are college graduates who are best to contact for job opportunities. Social networking is also playing major role in recruitment these days.

Arundhati Ghosh writes about *E- Recruitment: The recent trend of recruitment practices* and highlights about the recent trend of online recruitment practices and also we can get ideas about how online recruitment can be beneficial for the organizations. This article highlighted benefits of recruitment like cost efficiency, time saving, better scope and wider area of choice, standard way to find a candidate, less use of paper

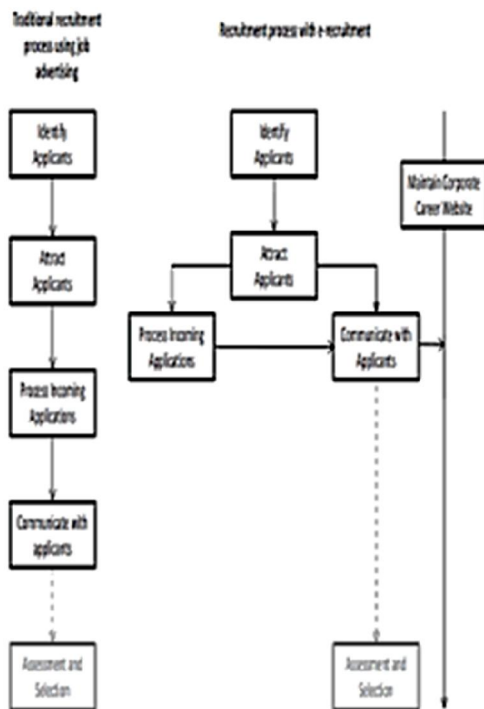


Figure 2: E-Recruitment Process (From Holm, A. B. 2012)

From the above diagram we can identify that use of internet makes the process of hiring more effective. Modern or online recruitment process includes maintaining company websites and job portals, social networking sites for getting jobs



and along with this some of the drawbacks has also been discussed like computer technology, enormous applicants and choice is complex and also candidates are not serious. This article concludes that e-recruitment should supplement the traditional methods of recruitment. Combining e-recruitment with traditional methods will make recruitment process faster.

OBJECTIVE

The key objectives of this study are:

- To list out major trends of E-Recruitment process.
- To brief major opportunities E-Recruitment provides to organizations.
- To list major challenges faced by organizations while doing E-Recruitment.

TRENDS OF E-RECRUITMENT

Latest trends in E-Recruitment is use of Mobile application for job search. Monster, Naukri are one of major job portals in India who have started mobile application for job seekers. Use of mobile application makes job searching more easy for job seekers. Company websites also plays a major role in searching a potential candidates. Various social networking sites are available to connect with job seekers and attracting them towards organizations. Blogs are also getting popular now a days. Also Resume Scanner helps companies to screen and shortlist the resumes as per candidates, qualifications and experience, special skills and salary details and is provided by major portals in India.

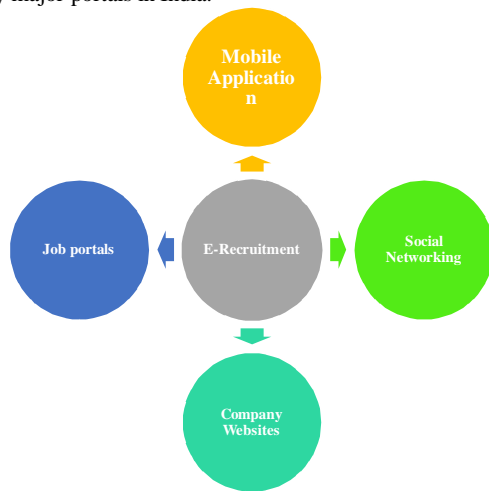


Figure 4: Reviewers View

There are abundant evidences which prove that organizations are increasingly using Internet as a platform for recruiting candidates. Major reasons for E-Recruitment usage is: Having Web presence and using Internet improve corporate image , minimizes hiring costs, reduces paper work and administrative burden, ability to arrange advanced web tools for the recruitment team. The employer must learn to reach job seekers by creating profiles on Facebook, LinkedIn (social networking) along with using job portals for making recruitment more effective. Also they can advertise job vacancies with the numerous online recruitment agencies – to brace the talent hunt process.

OPPORTUNITIES OF E-RECRUITMENT

E-Recruitment has created a great leap in the history of recruitment since its existence in 1995 .E-recruitment has been a excellent mode of finding suitable applicants for the companies desirous of filling the empty vacancies in their organizations A very renowned personality Prof M.S.Rao who is the managing director at a renowned company has expressed his precious views about E-Recruitment as follows-“ the e-recruitment saves lot of time for both employers and jobseekers. E- recruitment bridges the gap between the employers and job seekers. It provides wider scope, choice and opportunities for both company and applicants”.

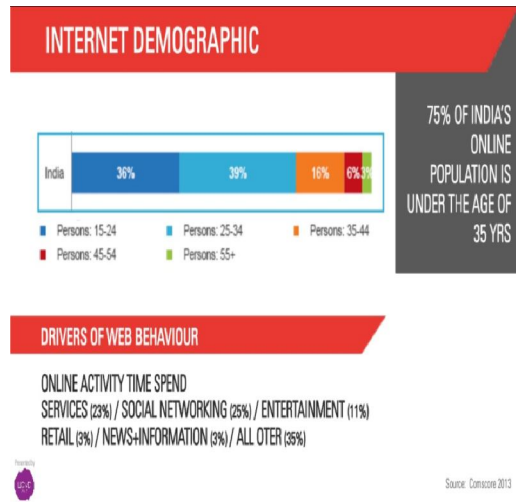
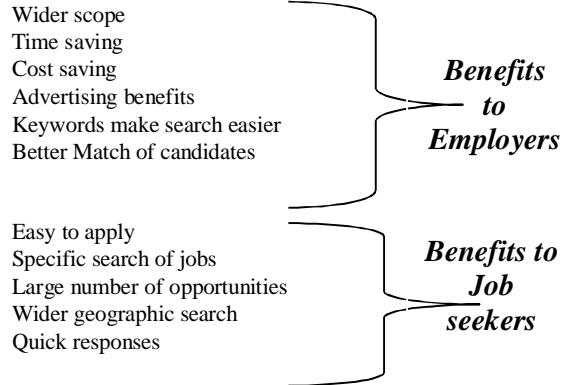


Figure 5: Internet demographic (From India on internet-2014)

Above statistics shows that 36 % persons using internet are under age 24 and 39 % are under 34 which gives us a total of around 75 % people are under age of 35 years which are considered to be the most active for building networking and using it for searching a better career option.

Online recruitment has a major benefit as the life of recruitment ad is much longer than paper-based ads. Also, those ads can be changed any time. Companies can post complete detailed descriptions of the jobs & can answer to FAQs. This added information attracts more candidates and saves time of employers. Irrespective of time candidates can check jobs round the clock which gives them handiness to search and apply for a better career opportunity. Employers

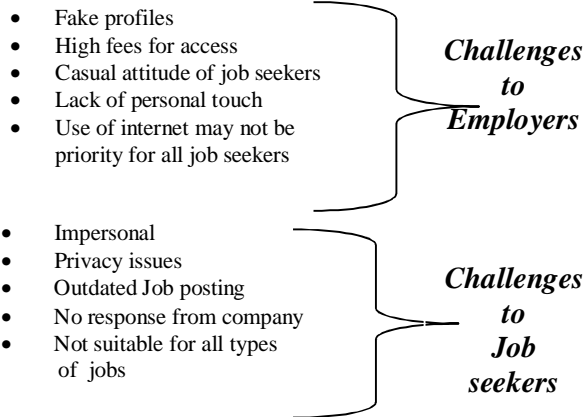


can be more creative and innovative while posting a job in social media or in job portals and also gives a chance to be more appealing than others.

Blocking in which the job seeker can block the view of his/her resume to be viewed by current employer, several search options, saved jobs, resume making services, iPhone, iPad, Android Apps, blackberry specially formed for the job portals is the new trend setter as done by Monster, Naukri and other job portals. Email job alerts, combining networking and job search features is another upcoming trend as proved by LinkedIn.com.

CHALLENGES OF E-RECRUITMENT

E-Recruitment since its inception has turn out to be successful but it has faced quite challenges and hurdles in the path of success. Some fails to provide correct information online as they are not computer savvy. They tend to commit mistakes like filling their name wrongly, their native place wrongly, their qualifications etc. Online resumes easily gets duplicated and hence chances of neglecting the real candidate instead of duplicate increases. As resumes are uploaded online so there is no surety of authenticity and correctness of information provided by personnel's. Some challenges are the quality and the quantity of candidates through the web tools. Many organizations have reported getting large number of applicants from unqualified people. In case of absence of internet connection candidates cannot check any portal or site.



Some company makes their website quite multifaceted due to over engineering which makes it difficult for job seekers to find relevant opportunities and apply for the same as not everyone is computer savvy. Also employers cannot judge the personality of candidates online as there is lack of face to face interaction. In case of candidates comes out to be a total change than what was expected at the time of interview , it leads to complete waste of time for employers as they have to restart the process again. Sometimes it's difficult to find a candidate within budget and stipulated time frame, in that

case it's quite challenging for employers to find a talent as per their desire. The job-portals have the challenge of filtering the information they showcase and removing the fake job offers as well as job seekers.

CONCLUSION

The aim of this paper is to study the overall concept of e-recruitment. It has been correctly said that recruitment is not only about hiring the best rather it's the question to enrol the right candidate in organization. Competent staff helps in increasing organizations productivity. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. E-Recruitment has proved to be important part of the recruitment strategy. 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. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended.

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