
The Impact of E-Recruitment in HRM Effectiveness

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ABSTRACT:

In this paper, there will be an Introduction on E-Recruitment, Various advantages', disadvantages. Also aim of this paper is to explore the Fundamentals of E-recruitment and its impact on organization. E-recruitment is the process has been adopted by large and small sized organization. Importance of internet can be seen as searching for best suitable job in just a click way. Social Media is increasingly being used in E-Recruitment as a way to quickly reach out potential candidates that is primary purpose of every organization. However, there are also drawbacks, such as the time and effort required to sift through materials submitted by large numbers of unqualified applicants. Research conducted to date is limited but provides important first steps in understanding internet recruiting. It can be categorized into two main areas: 1) employer adoption of E-recruitment, and 2) applicant reactions to E-recruitment. Research is particularly limited when it comes to the employer's perspective, while relatively more research has focused on applicant reactions to recruitment websites' form, content, and function.

KEY WORDS: HRM (Human Resource Management), E-Recruitment, internet, Organization, Social Media, Research, Global, trends.

INTRODUCTION:

Employees are the most important resource of any organization. They are responsible for each and every decision taken, each and every work done and each and every result. Such a kind of employee are been taken carefully by the managers for the success of future organization. But advancement of technologies made much easier for the global HR managers not only to believe on agencies but also they believe on Internet. Holding a tablet or laptop on the hand with internet connection managers can do all activities while they are in roaming too. 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 or recruiting candidates for filling vacant positions in the companies through use of internet. 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.

CONCEPT:

E-RECRUITMENT- E-Recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s. 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 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.

E-Recruitment can be understood as recruitment carried out by the use of various electronic means. Online, Internet, or web-based recruiting can be defined as the use of the Internet to identify and attract potential employees e.g. advertising a vacant position and attracting a pool of applicants through corporate websites and Internet job boards

There are two different ways of Companies to attract Job-Seekers for their vacant position:

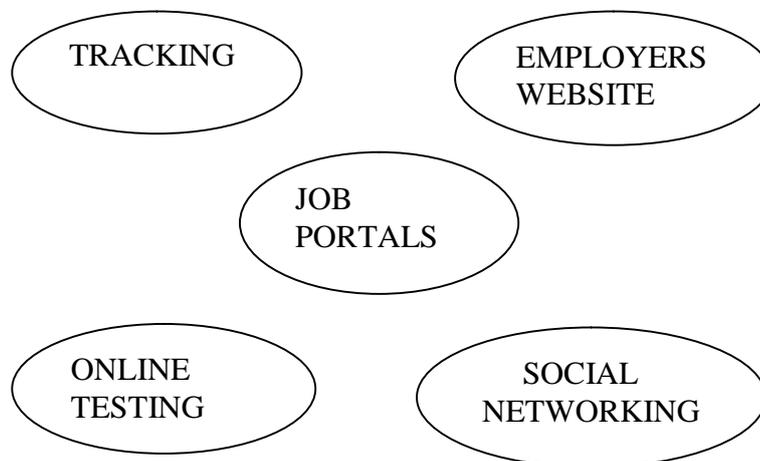
- I. Posting Vacancies on their own website which could be enabled by intranet or internet.

II. Third party website which enabled a huge market palace for recruitment so called “online Recruitment Industries” .

RESEARCH OBJECTIVES:

- I. To highlight the benefits and drawbacks of E-recruitment.
- II. To list out the methods and trends in E-recruitment.
- III. To outline the criteria for effective E-recruitment.
- IV. To find out how the E-recruitment process have an impact on organization.

FUNDAMENTALS OF E-RECRUITMENT:



- **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 Career Age, Indeed, Monster, Naukri, Times jobs, 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.

ADVANTAGES OF E-RECRUITMENT:

- I. **Cost Effective** – Usually free to use! Not only is it cost effective because most platforms allow you to post your job openings for free but it also minimizes labor cost.
- II. **Immediacy** – Most posts and replies appear in real time. It can help you either increase your efforts to attract more candidates, a different set of candidates (early instead of mid-career professionals, for example) and even stop candidates from applying if you’ve found the right person for the job.
- III. **More Effective** – Online recruitment is easily accessible to individuals making it a more effective method of getting your posts noticed.

IV. **Reach a Bigger Audience** – 46% of the entire world’s population uses the internet in developed countries up to 80% of people have an internet connection. If you are looking for younger recruits, than e-recruitment is probably the single most effective and efficient strategy possible, because almost 100% of the 18-29 age group are daily internet users.

V. **Easy** – Almost everyone can use online recruiting methods with very little training because it is clear, easy to understand and user-friendly.

VI. **Dynamic Content** – Posting jobs online and via social media platforms gives you a chance to be more creative with your content and appealing to job seekers.

VII. **Flexibility** – The internet gives you much more flexibility with regards to controlling your posts and the applications you receive. If you post in a newspaper, however, and want to amend the job advert, it is tough, and in most cases, you would need to pay for an entirely new ad. With online posts, most platforms will allow you to edit, update and remove your job post whenever you wish.

VIII. **Longevity** – Newspapers or other forms of printed media have a very limited lifetime, dependent on their publishing cycle. Online job posts on the hand will stay live until the author or the website removes it.

IX. **Accessibility** – No matter where you are you can do everything that I mentioned above. You can modify your job posting, see how many replies you have and even answer candidates.

DISADVANTAGES OF E-RECRUITMENT:

I. **Too easy to apply** – No postage costs and a simple ‘click to apply’ process is good news for the applicant, however, this can result in a number of over-optimistic, or frankly time-wasting, applications.

II. **Volume** – Online should generate a larger number of applications –which makes sifting a time-consuming process.

III. **No chance viewings** – In days gone by, the candidate would probably look at all the Sits in the local paper regardless of industry or their skillset. Due to the nature of online job searches utilizing ‘dynamic content’ the possibility of a chance viewing is minimized.

IV. **Members are not pre-filtered** –These sites do not hold responsibility whether your hired employees are fully qualified or not.

SUGGESTION & RECOMMENDATION:

The above discussion and from the evaluation process there are some points on which managers can work upon, like the manager must differentiate between the jobs which are to be recruited through traditional way of recruiting and which are to be recruited with the help on online recruitment. The HR manager must always be vigilant so that they do not interview the wrong applicant and resultant into wasteful expenditure. Small online written interview can also be conducted along with the resume, so that manager can get a good amount of information about the applicant, which the manager cannot give just by scrutinizing the applicants resume.

CONCLUSION:

Electronic Recruitment has made the job much easier for both the companies and the job seekers and here the credit goes to the Software, IT Professionals, Internet, Computer and many other people who are working back-end. E-Recruitment is an easiest and convincing way to hire people from any part of the world and promotes opportunity, it benefits the company to be recognized globally, E-HRM helps in conveying any kind of HR policies, training program, and pay slip sheets easily

Behind the success or failure of any organization, there is only one factor, and that is the employees of that organization. If they work with their full efforts, then the organization is going to rise. Finding out the best employees is a very tough task. We cannot say that which method is good, but it depends on the circumstances. If an organization has a good employee base, then it can choose an employee for the vacant

position from within the organization, however, if no employee suits best on that position, then it can employ external source of supplying personal.

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