



## A STUDY ON THE FUTURE OF ONLINE RECRUITMENT IN PRIVATE COMPANY WITH SPECIAL REFERENCE TO CHENNAI

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### **Abstract**

The general aim of this study is to explore the Future and Effectiveness of Online Recruitment. This is approached by studying the usability of Online Job Portals both by Job Seekers and Job Recruiters. Research was conducted to facilitate the Job seekers and Job Recruiters to know about the effective usage of Online recruitments and Job portals. Today Recruiters and Job Seekers are showing more interest on E-Recruitment (also known as "Online recruitment"). Online recruitment is the use of online technology or the web based online tools to assist in job recruitments and job seeking process. The tool can be either a job websites like naukri.com, monster.com or the organizations own corporate web site or its own intranet. Recent years, many organizations are using Internet as the main source of recruitment to advertise job vacancies. The job seekers place their curriculum vitae (CV) in worldwide web, which can be drawn by prospective employers depending upon their requirement. The analysis of data was done using various statistical tools such as Chi-square test, ANOVA, Rank correlation etc. Among the 200 respondents, majority are satisfied stating Online Job Recruitment is very effective. This study helped job seeker to find a way to find their suitable job vacancy and to apply for the same, and for recruiters this study helped them to generate more number of resumes and to recruit the suitable employee. Overall, this study helped to find out that Online Recruitment is the best preferred recruitment channel.

**Keywords:** Recruitment, Web based, Technology.

### **Introduction**

The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization's corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements. The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – "Jobs is among the top reasons why new users will come on to the internet, besides e-mail." There are more than 18 million resume's floating online across the world. Job sites provide a 24/7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organisations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the "passers-by" applicants. Online recruitment helps the organisations to automate the recruitment process, save their time and costs on recruitments.

### **Literature Review**

This chapter contains data based on research questions. First, the researcher describe the background of E-Recruitment, its benefits and customer web experience followed by the studies done on it and about the factors that influence Job seekers and Job recruiters to use E-Recruitment.

**Patricia C Borstorff, Michael B Marker, Doris S Bennett, et al. (2006)** concluded that Internet has changed the way companies conduct business, including how they attract and recruit employees. As a result, online recruiting has become a major Internet business tool. Effective online recruiting processes increase firms' competitive advantage through increased efficiency and lower costs, and offers benefits and opportunities to job seekers. They found citizens to be more comfortable with online recruitment and used it more frequently than did non-citizens. Older applicants and those with work experience also applied more often and made more job searches. Minorities applied more frequently for jobs online than did whites. They found no differences in gender in online recruitment behavior or attitudes.

**Eleanna Galanaki, (2002)** proposed that online recruitment is a new tool, at the disposal of the HR departments, which has known a phenomenal success in very short time. This paper presents the findings of some descriptive research, involving UK IT companies. The research tries to identify the effect that the perceived attributes of the practice have on the decision of companies to recruit through the Internet. The attributes tested are cost effectiveness; recruitment cycle time; response rate; quality of response; impact on the image of the company; targeting of specific niches; targeting of the passive job-seeker; worldwide coverage; necessary resources, time and effort to implement; attractiveness of the mean to



the job seekers (especially IT professionals and young graduates); risk of overload of answers; and impact of the size and reputation of the company. The paper provides an insight on how the companies perceive and value online recruitment. **Marcel J.H. van Birgelen, Martin G.M. Wetzels, Willemijn M. van Dolen, Bradford, et al. (2008)** found that although research is emerging, the knowledge base on the evaluative determinants of the effectiveness of corporate employment web sites is still limited.

**Baker, Colin Richard (2004)** discussed that while recent research suggests that realistic previews given to job candidates reduce voluntary turnover and increase their performance and job satisfaction, the extent that recruiters share realistic previews and the nature (e.g., job or organization) of those previews remains unclear. This investigation explores linkages between extant research knowledge and recruiters' reported behaviors. Approximately 100 collegiate recruiters completed an online or mail survey measuring their reports of patterns of sharing realistic information, the source of their job information, the timing of realistic previews, their interview training, and organization's recruiting priorities.

### Need for Study

The study is focused on understanding the need and demand for online recruitment, how far it is established in market and helping both the end's one being employer and another being job seeker. Although India can't be pronounced a developed market in terms of e-recruitment yet, the trend toward technology in HR is fast catching up. The approach toward human resource management incorporates both the traditional HR principals, and technical support available in the market. E-recruitment is gradually becoming a core area for many organizations today, simply because organizations have now realized that age-old methods are no longer working where the management of their primary asset employees, is concerned. Moreover, an increasingly globalized work-force has come with yet another key issue for the companies to manage that of managing people at diverse locations. The Need for the study also arises to find out what exactly job seekers are looking out for, what kind of source do they use for searching job and how convenient it is.

### Objectives

#### Primary Objectives

- To find the future of Online Recruitment and the effectiveness of the usage of Job portals.

#### Secondary Objectives

- To identify the key quality factors that highly influences the usage of Online Recruitment.
- To determine the factors that influences Job Recruiters in using Job portals for recruitment.
- To identify the factors that influences Job Seekers to use Job portals.

### Scope of the Study

- It studies the use of job portals.
- This studies on how HR job recruiters and job seekers prefer job portals for job recruitments and for applying for jobs.
- Also, it features on the future of online recruitment.

### Type of Research Design

Research design is the basic frame work which provides guidelines for whole research methodology. In this research the researcher has used Descriptive type of research. The study is descriptive in nature and needs qualitative data for analysis. So, the study mainly relies on the primary data. So with the objective of studying the perception of hr and jobseekers, the respondents were contacted with the predefined questionnaire which consists of the questions sufficient enough to collect information for achieving the objectives.

The data has been collected to identify the perception of HR and perception of job seeker towards online recruitment. For the purpose of this study primary data has been collected mainly from HR's and job seekers. Primary data is collected from the HR and job seeker through structured, closed ended Questionnaire.

**Research Instruments:** The Structured questionnaire was used as the research instrument for the study.

**Sample Design:** The **Convenient method** of sampling was used for collecting data from the customers. This sampling method is used because of the time constraint and lack of thorough knowledge about the universe.

**Sample Unit:** In this study HR recruiter and job seeker of different age groups belonging to different classes were considered as sample units. For the survey, the sampling units were the Hr recruiter and job seeker.

### Sampling Method

Sampling involves selecting a relatively small number of elements from a large defined group of elements and expecting that the information gathered from the small group of elements (online client details) should reflect the opinion of the large group. The sampling method chosen for this project is proportionate stratified sampling technique which is a probability sampling method in which participants are selected by the researcher in a random manner.

Pertaining to the limitations of the study, and in consultation with the company guide and the project guide, the sample size is taken as **100** for job seeker and **100** for HR recruiter.

### Data Capturing Mechanism

- The primary data will be collected through a **structured questionnaire** from the respondents, through **telephonic interviews, personal interviews** and **online survey**.
- Secondary data will be collected by conducting detailed literature survey through magazines, journals, from previous thesis work and websites.

### Assumptions, Constraints And Limitations

- The study and analysis is done based on the inputs/responses to the questionnaire from the target respondents.
- The findings of the study are solely based on the information provided by the respondents.
- This study is restricted to Akshara Publishing Services.
- Time factor can also be considered as one of the major limitations of the study.

### Data Analysis and Interpretation

#### 1. Sources of recruitment

S.No.	Source	Mean value	Rank
1	Job portal	3.55	I
2	Campus recruitment	3.17	II
3	Employee Referral	2.91	III
4	Ads in News Paper	2.78	IV
5	Friends Reference	2.72	V
6	Employment Agencies	2.65	VI
7	Official Website	2.41	VII

From the table it can be concluded that job portal is the most preferred source for the job seekers to find a job.

#### 2. Job seekers perception about Job Portal

S.No.	Perception	Mean value	Rank
1	Companies listed in job portals can be trusted	2.01	I
2	Online recruitment is more effective than accredited recruitment agency	2.52	II
3	Job portal ensures your job hunting success	2.75	III
4	Online recruitment provide good career opportunity	2.90	IV
5	Online recruitment is more effective than paper n print	2.90	V
6	Opening in job portals are redundant	2.97	VI
7	The information provided on job portals are misleading	3.07	VII
8	Jobs opening shown in online portals are relevant	3.32	VIII
9	Online recruitment is here to stay	3.43	IX

From the table it can be concluded that overall perception of job seeker towards the job portal is highly satisfactory.

#### 2. Recruitment Channel

S.no	Variable	Value
1	Job portal	40
2	Employee referral	30
3	Official website	42
4	Employment agencies	25

5	Word of mouth	23
6	Link with educational institute	15
7	Ads in news paper	29

From the table it can be inferred that second most preferred recruitment channel is Job portal followed by employee referral and Ads in Newspaper. Whereas the other sources are also preferred but the level of preference is very low. From this it can be concluded that job portal is most used channel of recruitment. Official Website is most preferred because of its rapid response.

### 3. Sources through which maximum closures are made

#### Most preferred source

Source	Frequency	Percentage
Online job portal	58	58
Newspaper Ads	20	20
Campus Recruitment	22	22
Total	100.0	100.0

From the above table we can infer that 58 percent of recruiters use online job portals, 20 percent of recruiters use Newspaper ads and remaining 22 percent of recruiters use campus recruitment as their source of recruitment. From the above table we can conclude that online job portal is the most preferred source of recruitment

### 4. Perception towards social networking sites

Sn.no	Variable	Mean	Rank
1	SNS is cost effective	1.94	I
2	SNS are credible as one has access to the referral and references present in the profile	2.56	II
3	SNS are capable to provide quality manpower to the organization.	2.96	III
4	SNS help you reach out to candidates with niche skills.	3.18	IV
5	SNS are relevant enough to cater to the ever changing needs of the job market.	3.42	V

From the above table it can be inferred that cost is considered to be as the most important factor for using social networking sites followed by quality manpower and cost effectiveness. Whereas social networking sites is not that help full to cater to the ever changing needs of the job market. So from the above table it can be concluded that cost and references is the most important factor considered while selecting social networking site

### Findings

- Around 52% of the respondents are in the age group are 26 – 30 age and 38% are of age group 20-25 age.Hence it could be studied that the majority of the online recruitment service users are of young aged groups and fresher.
- Job portal is the most preferred source of recruitment as it has highest mean value i.e., 3.55 when compared to the other sources.
- Job seekers perception towards the online recruitment process is positive as the factors like trust on job portals, effectiveness and job hunting success are rated effectively. Though with the enough positives perception of job seeker even has negative side of it about misleading information available on job portals.
- Among the inconvenience Irrelevant job openings is considered as the most important inconvenience, followed by overloaded questions and Lack of response from recruiters.
- Search option available in job portals is considered as the best factor in overall performance of the job portal followed by Technology and Timesaving factor, but at the same time respondents are not much satisfied with the factors like Support and Response to find the job.
- Search engine is considered as the most important factor in deciding the overall performance of job portal.
- Internet is the most preferred source of searching job followed by Word of mouth. But Advertisements recently are becoming less preferred mode of searching job by the job seekers.
- Job portal and the employee referral are the most preferred recruitment channel.
- Experience respondent has no significant impact on selecting job portal. Experience of the respondent is scattered in all the categories but majority of them are in the experience group of 0 – 4 years.
- Online job portal is the most important source through which maximum closures are made.

- LinkedIn the most used Social networking site.
- Reducing administrative burden is the most important factor for selecting online recruitment followed by wide search and it's also considered as better tool for recruitment team.
- 68 percent of the respondents agree to the statement that there will be only one mode of recruitment in future i.e. is online recruitment.

### Suggestions

- Online job portal is used by all the segments of age group, though the maximum user are of young age, so the job portal provider can try to make the user interface much easier so that the search can be made more simpler.
- Online portal service provider can target the experienced candidate segments by advertising and encouraging them to register.
- Among job seekers job portal is rated as most preferred source to search their job so the companies can market themselves through these online portals.
- Print media is not much preferred by the job seekers so companies can shift their investment from print media to online sources of recruitment as largest population prefers using online mode to search their job.
- Job portal service provider can try to check the authenticity of the company and job listed by the company to avoid inconvenience to jobseeker and gain trust of job seeker.
- Though job portal are very much popular job seekers first preference goes to employment agencies, so the service provider of job portals can advertise more regarding the job search ratio, authenticity, trust about the company.
- As job portal are becoming the most preferred source of recruitment, companies should try to invest more on training the employees on the use of these job portal so the efficient results can be obtained with less time invested on recruitment.
- Different job portal carter's different solutions. So company must decide upon what kind of competencies they are looking out in a candidate based on which the selection of portal has to be made.
- Print media and Telecom media mode of advertising is becoming less efficient as the people choose to search for the job through online mode, so HR's should try investing more on online advertisements.
- Job portal companies should make the search much faster and efficient so it becomes easy for the recruiter to search for a prompt profile.
- Job portal companies can maintain a check on their database and can remove profiles which are not active for longer period of time so that it becomes more convenient for the hr's to have a better search.

### Conclusion

Jobs are everywhere but there is a huge gap between employer and job seeker, even though there are many sources of recruitment, job seeker are not able to find the exact profile which they are searching for. At this stage online recruitment plays a most important source of recruitment where all the geographic factors are washed out and the job seeker can search a job suitable to his profile, making it more convenient and fast process. From the study it can be concluded that job seeker are moving from the trend of searching job through print media or campus recruit as the online sources of recruitment are becoming more popular and cost effective when compared with employment agencies. So it can be concluded that in future there is going to be a huge demand for online sources of recruitment.

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