E- RECRUITMENT AND ITS CURRENT TRENDS

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Introduction

The advancement in information technology has given new ways to business across the world to function in their day today lives and it has paved variation in the whole functioning of department whereas success has started depending on electronic devices and inventions in virtual world. These developments of new concepts is required to get success and survive in these competent world where human capital is core to it. Hiring and firing earlier were done by people or experts with their insights and deeper judgements which was required for choosing right fit for organisations. Bringing the right people on board saves you thousands, and your business will run efficiently and effectively. The statement by **Mr Narayan Murthy**, **My companies assets walk out of the door every evening, I truly captures the dynamics of new economy**.

With such a great emphasis on human capital, it is critical for every companies to resort to means that offer quality recruitment solutions at competitive costs. Internet is no longer just a rage; it has now become a very powerful and effective tool.

E- Recruitment started in the form of autonomous job sites called bulletin board systems in the 1980's. A new global trend was started in U.S when Jeff Taylor launched Monster.com with 20 clients and 200 jobs openings in 1994. Today e- recruitment concept is used by more than 3/4th of fortune 500 companies' .Findings in a CIPD Survey showed that e- recruitment sections on employers sites is now the fourth most popular recruitment method . More than seven in ten employers advise vacancies on their corporate websites, while job boards are used by four in 10 with 73% reporting reduced cost through using E-Recruitment in Europe. A 1996 survey showed that there were more than 1.2 million job posted online, 3512 websites and 5800 companies recruiting online. Another survey by the Business Network puts the number of online job posting in 1998at about 28 million and this was estimated to climb to at least 30 million in 2004.

According to Microsoft studies – 54 % developers think their company is not empathetic enough where, according to Times of India, Indian Technology industry is facing its biggest ever HR challenge with need to recruit and skill more than 2 million. Moreover, studies by Internet Advertising Bureau, online recruitment represents 22.1% of all online advertising in 2005 where addition was done by The World Advertising Research Centre (WARC) and advertising Association estimated that the forecast growth in online recruitment advertising was forecast to increase from £ 158m in 2005 to some £262m in 2007.McKinsey research shows in today's labour market, companies are paying 20% compensation premiums to hire new employees while facts of U.S shows year to date salary increases more than 4% compared to a historical norm of 2%.

According to satista.com,

In 2018, applications received through job boards accounted for a fifth of job hires worldwide, ranking only behind career sites. During the same period, job boards accounted for almost half of global job applications. According to global survey of hiring decision makers in North America, 58% of the respondents regarded social professional network as a source for quality hires. Despite the frequent utilization of job websites and online career pages, only 37% of internet users were confident that job applications screening were unbiased. Most effective social network according to U.S recruiters in 2016 is LinkedIn. As of February, 2022 there are nearly 11 million job openings in the U.S.A with the latest date labour statistics released on January 4, 2022 showing a record 4.5 million people voluntarily left their positions in November.

Technologies used in E- Recruitment

Living in a world of candidate's where an organization's name and brand are no longer enough to attract people. Active recruitment efforts and a strong focus on candidate experience are essential regardless of the size of your organization.

1. **Chatbots**
   Chatbots can work on performing an initial candidate screening, give candidates updates on the status of their applications, and provide them toward job profiles most suited to them.

2. **Facial Recognition**
   Using facial recognition for recruitment is sort of a grey area which is untouched, and it requires heavy debiasing training to be used effectively. However, software such as HireVue and Human both use algorithms to score candidate expressions through their facial recognition software. This is to support recruiters' decision-making in hiring a candidate who will be as close a fit for the job as possible.

3. **Block chain**
   The use of block chain for recruitment is not mainstream at present, but several companies and experts have highlighted its potential in simplifying the recruitment process very significantly. It does not seem long before it will be a standard part of HR's recruitment stack. Abakar Saidov, CEO at Beamery, states, "The beauty of block chain is that companies can retrieve verified candidate data while keeping it anonymous and adhering to data privacy regulations. Having verifiable data is key because talent acquisition departments deal with critical information like background checks, educational institutions, salary history, and more. And accurate candidate data is imperative when making informed hiring decisions in the organisations."
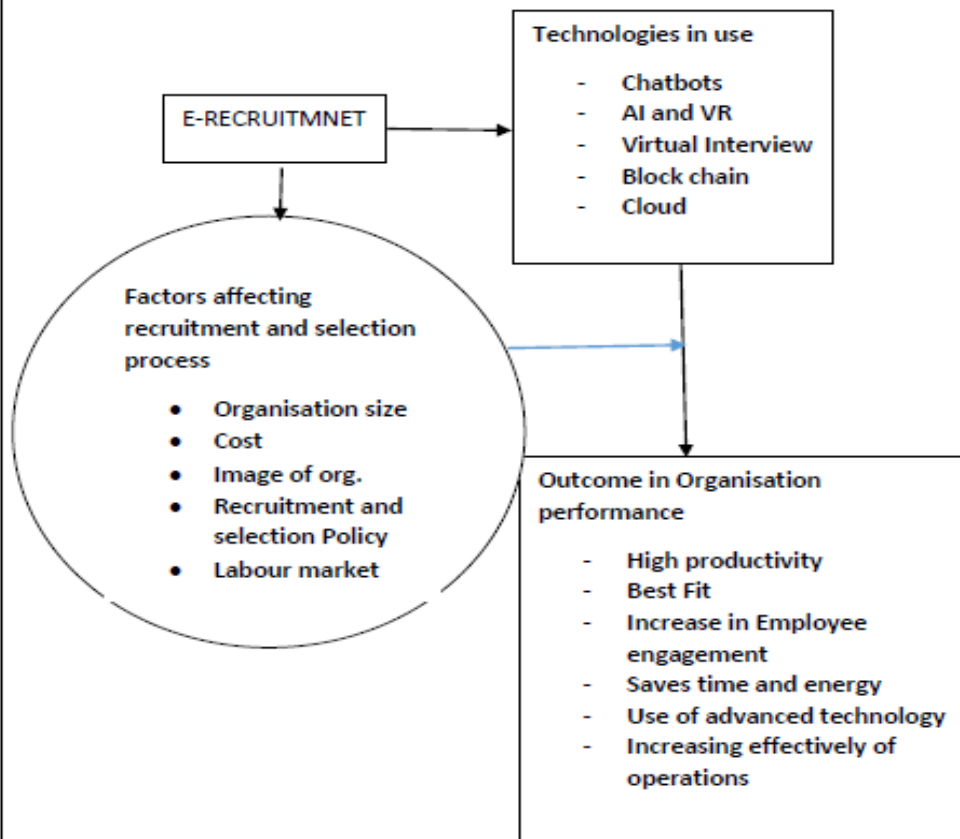
4. **Video Interviews**

   This technology has predominantly gain popularity in last 2 years where no one was permitted to meet physically so the option left was a virtual world where every task was performed without any hustle and task and work moved with same pace.

5. **Artificial Intelligence and Virtual Reality**

   AR and VR found their fame in gaming phenomenons like Pokemon Go and Oculus Rift, but are increasingly being adopted in HR processes like recruiting these days. AR and VR are being used in the recruitment process to inject components of gamification, a concept that uses game theory, mechanics, and game designs to digitally engage and motivate people across organisation. Gamifying recruitment can help HR teams move away from traditional application processes and shift the balance toward a smarter and more interactive approach. For instance, companies like ActiView are offering VR technologies for hiring smart professionals to use to gauge the behavioural and cognitive profile of candidates in real-life simulations which helps to choose best fit.

Conceptual framework on relation of E-Recruitment and technologies used with factors affecting outcomes in organisation

E-RECRUITMNET

Technologies in use

- Chatbots
- AI and VR
- Virtual Interview
- Block chain
- Cloud

Factors affecting recruitment and selection process

- Organisation size
- Cost
- Image of org.
- Recruitment and selection Policy
- Labour market

Outcome in Organisation performance

- High productivity
- Best Fit
- Increase in Employee engagement
- Saves time and energy
- Use of advanced technology
- Increasing effectively of operations

Benefits of E- Recruitment

- **Saves time**

If we look back at the time when HR managers used to publish job vacancies and depend on word of mouth for finding job seekers, we would see how time consuming it used to be to hire a single potential candidate and that too, in a small locality. With methods of E-recruitment where resumes of under qualified candidates can be separated and a larger pool of job seekers can be found, the recruitment process has just got simplified in case of time usage which has improved efficiency.

- **Minimises hiring Cost**

Costs in recruiting are usually high in terms of advertising, travel expenses, third-party recruiter fees which is why, the hiring process usually takes up longer time and its cost increases subsequently. However, with the use of online recruitment methods, labour costs like these can be minimised by implementing a software which allows both, the job seekers and recruiters to post free job openings on multiple social platforms just by clicking a single tip.

- **Broadens scope of candidates**

With the use of digital tools and the web, Human resource recruiters can also increase the scope of candidates. When they post about a job vacancy, it allows them to dive into the larger pool of potential candidates which also broadens their selection decisions. As a result, they are able to select the appropriate candidates both locally and internationally for companies.

- **Filters according to criteria**

Recruitment systems have filtration tools to help recruiters to find the ideal candidates with competencies that match the job post. Therefore, the filtration tools provided by E-Recruitment systems speed up the process of sorting the candidates according to experience, education, competencies and other competent factors.

- **Dynamic content**

Generating dynamic content could build up employer branding in a successful way to attract top talents and to boost corporate culture. Using social media account to spread the word and to attract more traffic to both your website and social media accounts would be a matter off choice.

- **Sophisticated management tools**

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

Challenges

Since inception of E- Recruitment, it has turned out to be successful but it has number of challenges and hurdles in path of success. Some fails to provide accurate and correct information online as they are not computer savvy. They tend to commit some common 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 candidates instead of duplicate hikes at speedier pace . As resumes are uploaded online so there is no surety of authenticity and correctness of information provided by individuals who are applicants. Few challenges are designated in 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 unavailability of internet connection applicants cannot check any portal or sites (Bhupendra Swati, 2015).

- Fake Profiles
- Fess for access
- Use of internet cannot be priority
  For all job seekers
- Lack of Personal touch
- Lack of awareness of E-recruitment
  And technology

- Privacy and security issues

- Outdated job posting

- No response from company

- Availability of internet

| Employers |

| Applicants |
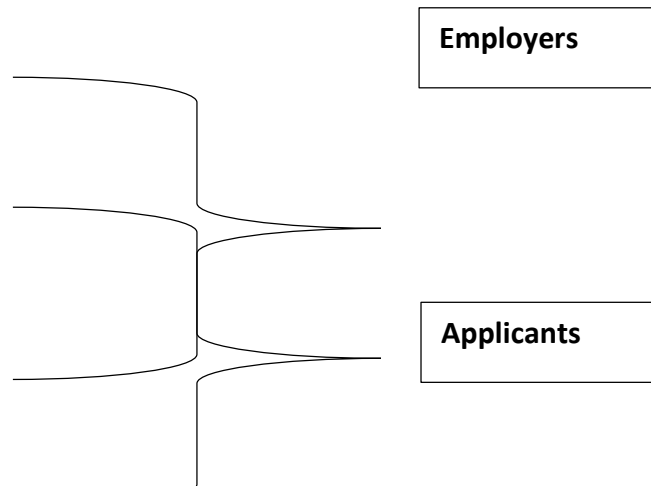
As per Armstrong (2009), the benefits associated with internet recruitment come with a numerous challenges. In getting wider and broader exposure, employers also may get more unqualified applicants for posting. Internet recruitment generated additional piling of work for HR professionals who now at point need to review more resumes, more e-mail and the need to install most expensive software to track the numerous applications. A related concern is that many of the individuals who access job sites are just browsers who are not actively looking for jobs at present. Another major concern is that some applicants may have limited and less internet access, especially the individuals from lower socio-economic groups and from certain regions of the world. Additionally, privacy is another potential disadvantage of this new process: sharing information gleaned from people who were eligible to apply to job boards or even company websites has become common these days, but information sharing is being done in ways that raise ethical issues and violate discrimination. (Omolawal, 2015).

Major challenges with e-Recruitment centre on the quantity and quality of candidates using website based tools, the lack of knowledge of e- Recruitment within the HR community, and limited commitment to e-Recruitment by senior managers. For example, many applications from unqualified candidates have been received by organizations using e- Recruitment systems, at the same time, the lack of knowledge of erecruitment among HR professionals and the limited commitment of senior managers have hindered the effective implementation of e- Recruitment in some organizations. Furthermore, recruiting through the internet has raised concerns among potential applicants about keeping their personal information secure and confidential, many organizations' recruitment sites display privacy statements that detail how the information applicants provide will be stored and used. However, data security remains a major concern, particularly when it comes to online testing and making hiring decisions (Omolawal, 2015).

Conclusion

As the use of internet has indispensable physical boundaries which are blending and when it comes to professional mobility and the hunt for talented and skilled workforce at peak level in regional economies this medium is definitely here to stay for long. It has been rightly said that Recruitment is not only hiring the best amongst those who applied for a particular post rather it's the question to select the right candidate in one's human capital. The topic of e-recruitment, if considered as a stem of a tree, it covers so many other aspects which can be called as its branches i.e. e-recruitment revolution, linkage between HRIS and e-recruitment, e-recruitment market and its players, process in e-recruitment, difference between traditional recruitment and e-recruitment. E-recruitment has come out to be a significant part of the recruitment strategy. It can be used to track and manage candidate applications, particularly among larger organizations. E-recruitment can provide some remarkable benefits in terms of efficiency and cost. In the wake of above discussion, a continuous improvement in understanding the technological issues related to e-recruitment is highly recommended. Organizational leaders and human resource managers who have implemented or expect to implement e-recruitment systems must commit to ensuring the system's success by systematically evaluating e recruitment processes and outcomes, and increase the training of human resource personnel to operate the system effectively and efficiently for making organisation profitable and achieving the goals.

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