

# E – RECRUITMENT AND ITS TRENDS

**Komal Shyambhai Ghumnani**

Research Scholar

RK University, Bhavnagar Road, Kasturbadham Rajkot, Gujarat 360020

**Dr. Reena Patel**

Professor

RK University, Bhavnagar Road, Kasturbadham Rajkot, Gujarat 360020

## I. Introduction

Advancement in information technology has given new ways of functioning of businesses all over the world in their life today and has prepared variations in the entire functioning of departments, while success has started depending on electronic devices and inventions in the virtual world. This development of new concepts is necessary to achieve success and survive in this competent world where human capital is the foundation. Earlier hiring and firing was done by humans or experts with their insights and deeper judgments that were required to select the right one for the organizations. Bringing the right people on board will save you thousands and keep your business running efficiently and effectively. Mr Narayan Murthy's statement, my companies' assets are walking out the door every night, truly captures the dynamics of the new economy.

With so much emphasis on human capital, it is essential for any company to resort to resources that offer quality recruitment solutions at competitive prices. The internet is no longer just a rage; now it has become a very powerful and effective tool.

Online recruitment started in the form of autonomous jobs known as bulletin board systems in the 80's. A very new global trend was started in the USA when Jeff Taylor launched Monster.com in 1994 with 20 clients and 200 jobs. Today, more than 3/4 of the Fortune 500 companies use the e-recruitment concept. A Chartered Institute of Personnel Development survey found electronic way of recruitment sections of employer websites are now the fourth leading method of recruitment. More than seven out of ten employers advertise vacancies on their company website, while job boards are used by four out of 10, with 73% citing lower costs due to using E-Recruitment in Europe. A 1996 survey found more than 1.2 million job postings, 3512 websites and 5,800 companies recruiting via online mode. One additional survey reported by Business Network places the number of online job posting about 28 million in 1998 on sites and estimated that by the year 2004 it will be at least 30 million which is a great number.

According to Microsoft studies – 54% of developers think their company is not empathetic enough, where according to the Times of India, India's tech industry faces its biggest human resource challenge yet, with more than 2 million people to hire and skill. In addition, a study by the Internet Advertising Bureau reports that online recruitment accounted for 22.1 percentage of all online advertising in the year 2005, with The World Advertising Research Center (WARC) adding that the advertising associated union estimates that projected advancement in online acquiring advertise is forecast to increase from £. 158 million in 2005 to around £262 million in 2007. McKinsey research shows that at present day's labour market, many companies are providing 20% compensation premium to hire new staff across the departments, while US figures show a year-on-year salary increase of more than 4% compared with the historical norm of 2%.

According to satista.com

Applications received through job boards accounted for a fifth of recruitment worldwide, second only to career sites in the year 2018 whereas in similar year job boards accounted for nearly half of global job applications. Recruiting decision makers in North America recorded 58% of respondents viewed the social professional network as a source of quality employees which is designated in global survey. Despite the frequent use of job sites and online career sites, only 37% of Internet users believed that the screening of job applications was unbiased. The most effective social network according to US recruiters in 2016 is LinkedIn. February 2022 accounted nearly 11 million new job openings in the US, with the latest and updated labour statistics declared on 4<sup>th</sup> January, 2022 showing that a record 4.5 million people voluntarily left their positions and jobs in November due to different reasons.

## II. Technologies used in E-recruitment

Living in a world of candidates where the name and brand of an organization is not a part that is enough to consider to attract people. Active recruiting and a strong attention on the candidate experience are critical regardless the size of organizations these days.

## **1. Chatbots**

Chatbots can work to perform initial candidates filtering from various applications received and then will update applicant for their status of application and placement phase in which they lies in. Additionally it also provide them with job post that best suit their requirements.

## **2. Face recognition**

The use of facial detectors for acquiring a new employee is a kind of grey segmented area that is untouched, and its effective use requires continuous huge debias training. However, software like HireVue and Human both use data and algorithms to evaluate candidate interpretations through the facial recognition software which in turn helps to take decision about hiring the person or applicant who will best suit the designated job.

## **3. Block chain**

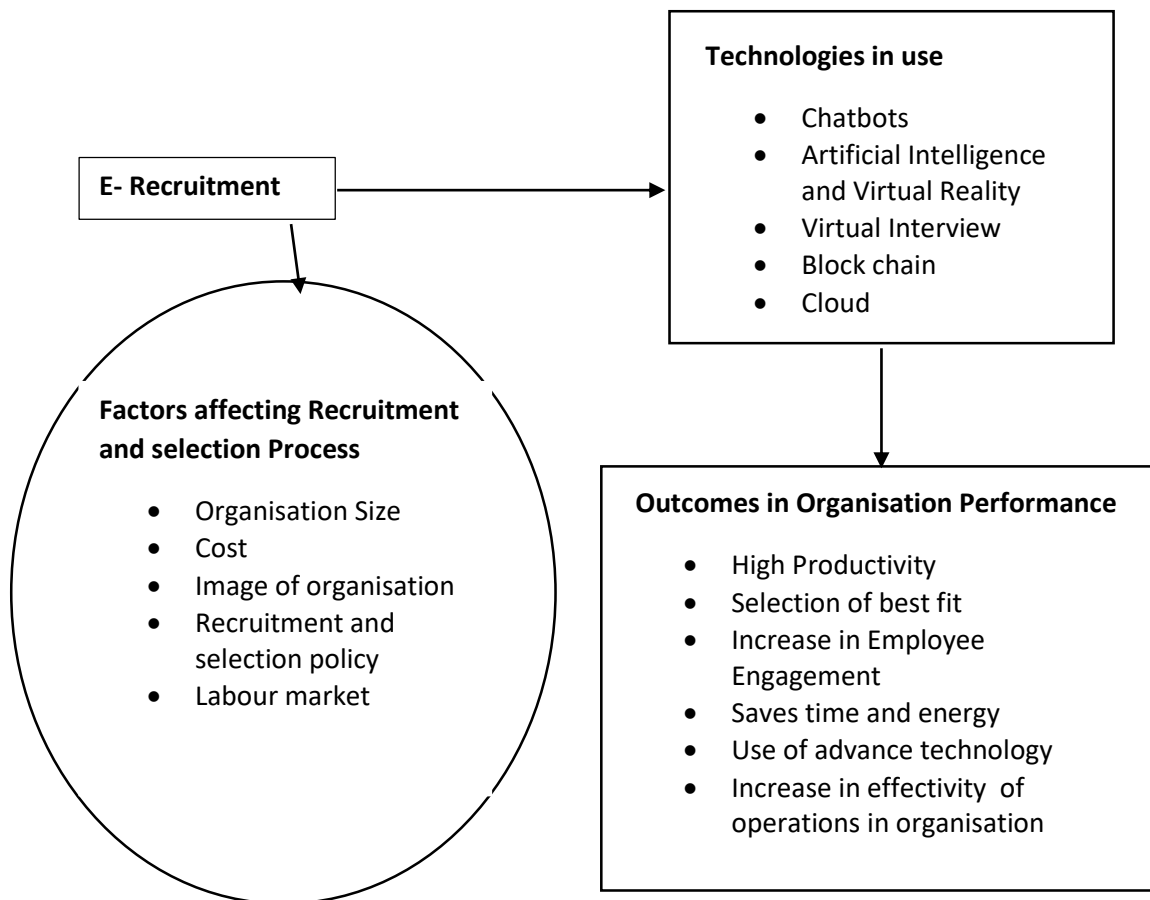
The use of block chain concept for recruitment is not currently mainstream and not even popular but several companies and people in field have highlighted its potential to greatly simplify the whole recruitment process whereas it seems that this concept is not a part of daily activities of HR department. Abakar Saidov, CEO of Beamery, states: "The beauty of block chain is that companies can get verified candidate data while keeping it anonymous and complying with privacy regulations. Having verifiable data is key because talent acquisition departments deal with critical information such as background checks, educational institutions, salary history and more. And accurate candidate data is absolutely essential for organizations to make informed hiring decisions."

## **4. Video interviews**

This technology gained popularity especially in the last 2 years when no one was allowed to meet physically, living the possibility of a virtual world where every task was performed without any rush and hustle. Video Interviews has removed many barriers and proved to be the blessings in extreme times.

## **5. Artificial intelligence and virtual reality**

Artificial Intelligence and Virtual Reality found their fame in gaming phenomenon such as Pokemon Go and Oculus Rift, but these days they are increasingly being adopted in HR processes and setups such as recruitment. AR and VR are used in the recruitment process to add the components of gamification, a concept that uses game theory, mechanics and game design to engage via online modes and motivate people across the organization. Gamifying recruitment can help HR teams and professionals to move away from old systems of application processes and shift the balance towards a smarter, accurate and more interactive approach. For example, companies like ActiView offer Virtual reality techniques for hiring smart professionals who use these techniques to measure the behavioural and cognitive profile of candidates in real-life simulations, helping to select the best fit candidate.



**III. Conceptual framework on relation of E- Recruitment and technologies used with factors affecting outcomes in organisations**

#### **IV. Advantages of E-recruitment**

- **Time Saving**

Moving back to the time when recruiters use to post job requirements and started depending on publicity via mouth to find job candidates, at that point of days it has felt to be the most time-consuming process to hire a single potential candidate, even in a smaller location. Then the concept of E-recruitment has innovated, where resumes of underqualified candidates can be separated and a larger pool of job applicants can be found. The new recruitment process has now been simplified and narrowed in terms of time constraints, which has increased efficiency.

- **Minimizes rental costs**

Recruitment costs are high these days in terms of advertising, travel costs, third-party or agent recruitment fees and therefore the recruitment process usually takes longer period of time and therefore it resulted in increasing the costs accordingly. However, with online recruitment methods, labour costs such as of these can be minimized by installing and implementing the different soft wares that allows both job seekers and recruiters to post job vacancies on multiple social media platforms with the click of a single tip.

- **Expands the pool of candidates**

With the use of digital tools and the web, recruiters can also increase the number of applicants in the pool. When any organisation post information about a job opening or new job, it allows them to trigger into a larger number of qualified candidates, which also broadens their selection decision. Thanks to this, they now able to select suitable candidates for companies both in local and international area.

- **Filters by criteria**

Recruiting systems these days have filtering tools that helps the human resource professional to find ideal candidates with competencies that match the job position. The tools that segregate has been provided by E-Recruitment systems therefore it accelerate the whole procedure of sorting candidates according to their job experience, education, competencies and by other competent factors that are required.

- **Dynamic content**

Accumulating unique written content could successfully build an employer image and brand that possibly attract top talent and foster company culture and growth for a longer time. Using a social media account to spread the word and drive more traffic to the organisations website and social media accounts of concerns would be a great matter of choice.

- **Sophisticated management tools**

The whole process of acquisition of people is managed from one place from one center with single person which allows the employer to post the requirement and then receiving the resumes, screen them, prioritize and contact the applicants individually or collectively who applied for job, and at the end monitor all activities from the one confines of the employer's own, private and highly functional workspace system. In these system job seekers would be able to track the progress of their application at each stage of the recruitment flow from their own mobile workspace.

#### **V. Challenges**

Since its inception, E-Recruitment has proven to be successful, but it collectively have numerous challenges and obstacles on its way to get the success in organisation. Some do not provide accurate and correct information online because they are not have knowledge about computers and new software system. They tend to make some common mistakes regularly like filling the name of candidate in wrong way, sometimes wrong place of origin, the qualification of candidates etc. Online resumes are easily copied, duplicated and so they are likely to neglect genuineness of candidates' opaqueness instead of duplicate trips at a high pace. As resumes are uploaded online via different portals and websites, there is no guarantee of the authenticity and correctness of the information provided by individuals who are primary applicants. A small number of challenges in the quality and quantity of candidates are identified through the tools available in webs. Many organizations reported that they receive a great number of applicants from people who are unqualified for job posts. Applicants cannot check any portal or site in case of unavailability of internet connection (Bhupendra Swati, 2015).

- Fake profiles
- Fess for access
- Using the Internet cannot be a priority for all job seekers
- Lack of personal contact
- Lack of awareness about E-recruitment and technology

**Employer**

- Privacy and security issues
- Outdated job postings
- No response from the company
- Internet availability

**Applicant**

According to Armstrong (2009), the benefits taken in to account with online recruitment comes with challenges which are more in numbers and cannot be avoided. By getting big and wide exposure of jobs, the employers or professionals can also get more unqualified applicants for posting. Recruitment through electronic means has created another pile of extra work for recruiters who at present checking more applications and resumes, additional emails and the need to install one of the most expensive software to track numerous applications. The concern that is related to that is, many people across the segment are accessing the job sites merely for browsing or surfing and never been looking for a job actively to work. Another major concern is that some pool of applicants may have limited and poor Internet accessibility, in particular to mention is the people from lower socioeconomic groups and from certain regions over the world. In addition, another potential disadvantage of this new process is privacy: sharing information obtained from people who may have applied for jobs many times or even companies has started sharing their websites commonly these days, but the concern is the sharing of information is done in a lost ways that raise ethical issues and violate discrimination policies. (Omolawal, 2015).

The pointed and concerned issues with e-recruitment center is on the quantity and actuality or fairness of candidates those who are using web-based tools, the absence of e-recruitment knowledge within the human resource professionals or community which has limited commitment to new adopted technology of online or virtual recruiting within the top management or senior managers. For example those organizations used virtual recruiting received resumes from many incapable candidates within the systems, at the same time, the lack of knowledge of new software's among HR professionals and the limited commitment of senior managers have hindered the effective acceptance and implantation in some of the leading organizations. Furthermore, recruiting through the internet or online platform has enormously increased the problems among segmented potential applicants with the relation for keeping or hiding their personal information secure and confidential to the concern authorities. It has been also many times seen that organizations' recruitment sites display privacy sentences or statements that has in depth details about how the information applicants provide will be stored and used for the further purpose. However, data security remains an important issue, particularly when it is in relation to online testing and making hiring decisions. (Omolawal, 2015).

## **VI. Conclusion**

Internet and technology has indispensable physical lines that are need to be considered which are coordinating and when it comes to professional mobility and the search for talented, skilled and genuine workforce at peak level in regional areas this medium is going to be definitely here to stay for longer period of time. It has been rightly said that : Recruitment is not only acquiring the best amongst those who applied for a particular post or designation rather it's the question to choose the right candidate in one's human capital. The most new and discussed head these days is of E-recruitment, if considered and featured as a strongest stem of a tree, it will create magical output in HR departments and it also covers so many other aspects which can be called as its branches like e-recruitment revolution, linkage between HRIS and e-recruitment, e-recruitment market and its players, process in e-recruitment. E-recruitment has come out to be a significant and untouched part of the recruitment strategy. It can be used to track and manage candidate applications, particularly among gigantic organizations across the world. E-recruitment can provide some remarkable benefits in terms of efficiency, cost and time to the organizations. 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 ensure the system's success in the future by systematically evaluating virtual recruitment procedures and outcomes with its strategies, and increase the training of human resource personnel to operate the system effectively and efficiently for making organization profitable and achieving the goals for a longer period of time.

## VII. Reference

1. Online and Social Media Recruitment - Statistics and Facts | Extra
2. Recruitment and AI: Facts vs. Fiction (forbes.com)
3. The “New Normal” of recruiting (forbes.com)
4. Recruiting and Hiring Trends to Expect in 2022 (forbes.com)
5. The New Realities of Recruiting (forbes.com)
6. 5 New Technologies That Are Impacting Recruiting & Hiring - Sage HR Blog
7. (PDF) Factors influencing e-recruitment (researchgate.net)
8. [https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjSg\\_qMs9D5AhV7TWwGHf9QCKY4ChAWegQIBhAB&url=https%3A%2F%2Fjournals.pen2print.org%2Findex.php%2Fijr%2Farticle%2Fdownload%2F644%2F266&usg=AOvVaw3Arle6xv3rjyQ6wZ9Qre9x](https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjSg_qMs9D5AhV7TWwGHf9QCKY4ChAWegQIBhAB&url=https%3A%2F%2Fjournals.pen2print.org%2Findex.php%2Fijr%2Farticle%2Fdownload%2F644%2F266&usg=AOvVaw3Arle6xv3rjyQ6wZ9Qre9x)
9. Microsoft Word - FINAL\_130118.docx (iscte-iul.pt) 10. 1523726914\_433IJARSE.pdf
11. Benefits of eHRM and AI for Talent Acquisition | Emerald Insight
12. ERECRUITMENT\_AND\_ITS\_IMPACT\_UPON\_ON\_JOB\_SEEKERS\_A\_CONTEMPORARY\_APPROACH\_ijariie2882.pdf
13. Ashforth, B.E. & Mael, F. (1989). Theory of social identity and organization. *Academy of Management Review*, 14(9) 20-39.
14. Backhaus, K., & Tikoo, S. (2004). Employer branding conceptualization and research. *Career Development International*, 9(5) 501-517.
15. Barber, A.E., & Roehling, M.V. (1993). Job offers and interview decisions: A verbal protocol analysis. *Journal of Applied Psychology*, 78(4) 845-856.
16. Bartram, D. (2000). Internet Recruitment and Selection: Kissing Frogs to Find Princes. *International Journal of Selection and Assessment*. 8(4), 261-274.
17. Braddy, P.W., Meade, A.W., Michael, J.L. & Fleenor, J.W. (2009). Internet Recruiting: Effects of Web Site Content Features on Viewers' Perceptions of Organizational Culture. *International Journal of Selection and Assessment*. 17(1) 19-34.
18. Breaugh, J.A., & Starke, M. (2000). Recruitment Research: So Many Studies, Many Questions Remaining. *Journal of Management*, 26(12) 405-434. Bresnahan, T.F., Brynjolfsson, E. & Lorin M. Hitt, L.M. (2002). Information
19. Dhobale R (2010), “Role of Internet in HRM”, *HRM Review*, pp. 10-16.
20. Dileep K M and Ramesh M (2009), “E-Recruitment: Leveraging Technology for Business Excellence”, *Business Review*, Vol. 4, No. 1 & 2, pp. 75-94.