E-Recruitment: Criteria for its Effectiveness and Modern Trends

Ayshath Zaheera. K.M
Research Scholar
Bharath University
Chennai, India
zairu_zee@yahoo.com

Dr. Naseer Khan
Acting Dean & Associate Professor
Head of Commerce Department
Dubai, UAE
nakhan3383@yahoo.com

Dr. C.B. Senthilkumar
Dr. M.G.R. Educational and Research
Institute University, Chennai, India
cbsentilkumaar@gmail.com

Abstract **- Human Resources are the most important and vital factor behind the success of every small and large organization and so the recruitment. Recruiting the right talent human resource using the internet technology is the E- Recruitment or Electronic Recruitment. Posting of the jobs on the company website or on an online recruitment website and now it has grown from there to the mobile recruitment. This study looks into the overall basic concepts of E- Recruitment, criteria for its success, modern trends, general advantages and disadvantages.**

Keywords: E-Recruitment, Modern Trends, Effectiveness

IJBAMR