E-Recruitment: Criteria for its Effectiveness and Modern Trends

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***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

I. INTRODUCTION

All the activities carried out by the organization to attract the potential candidate is termed as E- Recruitment. It is an important part of human resource management as it performs the essential function of attracting the human capital into the organization (Barber, 1998). By the entry of internet technology the traditional method of recruitment like placing ads in newspaper, waiting for the CVs, registering in the employment exchanges etc are disappearing. The rapid advance of technology has dramatically changed the way the business is conducted and this increasing use of technology is clearly demonstrated by the number of organization and individual who utilize the internet and electronic mail (Erica, 2007). The trends which make it necessary for small and medium business to invest in the tools for a successful E-recruitment strategy are demographic trends and financial scarcity (Abra, 2009

II. REVOLUTION OF E-RECRUITMENT

It was in the middle of 1990s, internet emerged as a recruiting tool and was hailed by the popular media as the prime driver behind a "recruiting revolution" (Boydell, 2002) and as expected it brought immense benefit to the recruiters. Also Edgeley in 1995 predicted that the "future is on net". Internet technology has brought radical change to corporate recruiting (Cappelli, 2001). The buzzword and the latest trends in recruitment is the "E- Recruitment". Also known as online recruitment, which is the use of technology or the web based tools to assist the recruitment process (Pavitra Dhamija, 2012). The modern recruiters gets all the benefit out of this like finding the candidate and new opportunities in an easier, quicker, smarter and efficient way. Technology has enabled corporate websites, suppliers and job seekers to become more sophisticated and interactive (Harris, 2007)

III. E-RECRUITMENT PROCESS

The various steps followed in the E- Recruitment process starts from maintaining an attractive corporate career website that will attract the new job seekers. Ones the job vacancies are entered in such sites, various applications will be received either through emails or as online applications. Next step is to screen and shortlist the right CVs from the Pool of CVs and to notify them. Online testing are also carried out by many companies and others prefer face to face interaction. If the candidates are from distant place even online webcam interviews also takes the role. All these issues shorten and make the recruitment cycle much easier. The figure (1.1) below illustrates the steps for easy reference.

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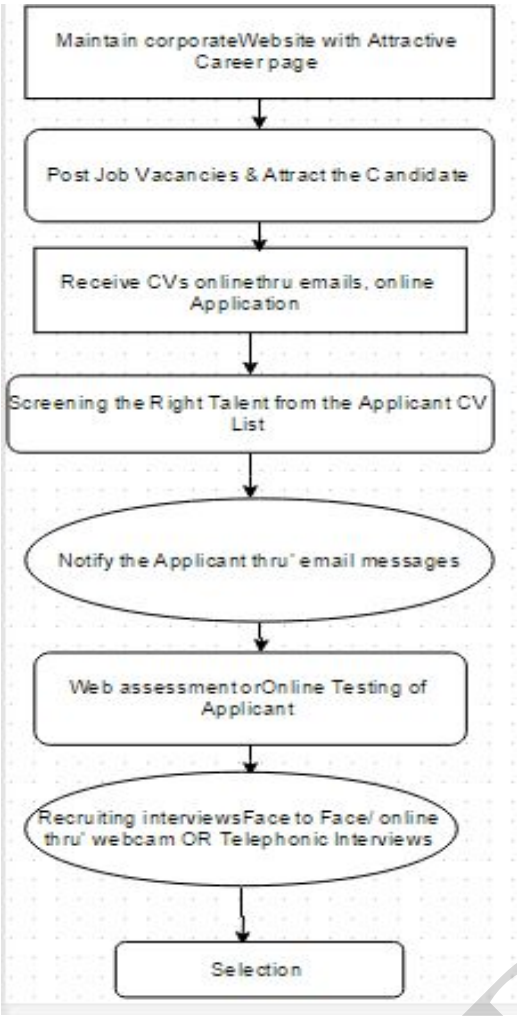


Figure (1.1) Illustrates the Steps of E-recruitment

IV. CURRENT TRENDS OF E-RECRUITMENT

1. Corporate Websites:

Company's websites are the first and the foremost approaches to recruiting. It provide useful information about the organization, as well as job description for the available vacancy to the active job seekers. Now, almost all the companies own a career page in their website. In the current scenario no candidates will prefer to apply for jobs in companies which do not have a well maintained websites.

2. Online Job Boards:

Online job boards are the most common form of online recruiting. Job boards work like classified ads in the newspaper. These are global and allow a larger reach into the candidate pool (Pavitra Dhamija, 2012). The job board's greatest strength is the sheer numbers of job applicants listing resumes, it has been estimated that they contain five million unique resumes (Gutmacher, 2000). In addition, they enable recruiters to operate 24 hours a day, examine candidates from around the world, and are generally quite inexpensive (Boehle, 2000). Major advantage of job board for an organization is, many people post their resumes and the boards has a search mechanism so that recruiters can search for applicants with the key skills and experience. Another advantage is that an organization can provide the information as well as the company link can be included that will give insight to all additional details of company.

3. Social Media

Social professional networks are the fastest source of quality hires globally and this has increased 73% over the past 4 years (www.launchrecruitment.com.au, 2015). LinkedIn continues to be popular for recruiter, candidates and employers and is an important place to network, present information and profiles as well as maintain a personal or business brand. Social professional networks now account for around 59% of hires. Now the companies not only receive the CV of the candidate, but can also easily grab all the details and work samples through their social media profiles. In the same way the job seekers get to know the vast opportunities that he had never before.

4. Mobile Recruitment

With mobile device usage growing at a fast pace across the world, the job industry also started introducing creative, "mobile recruiting campaigns" (Suvarna Sheth, Hacreers). Michael Marlatt, a sourcing consultant for Microsoft, says "Mobile recruiting is no different than mobile marketing, it's using different ways to deliver content to your target audience with your mobile device". Marlatt who has seen the recruitment industry evolve over the last decade says "mobile recruitment may be the next wave in the industry. Most of the companies already are in the process of implementing mobile recruiting strategies via apps and mobile websites. Almost all the small and large companies in the world are trying to create mobile messaging system and to create powerful, targeted campaigns. With mobile recruitment, companies are able to develop unique campaigns to engage professionals with job opportunities, with news and other information relevant within a particular area of expertise. (Suvarna Sheth, Hacreers). According to a study conducted by Ericson, mobile

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subscription worldwide reached five billion marks. That number is growing with two million mobile additions per day, by 2020, Ericson predicts there will be 50 billion connected devices.

5. *Using online media for brand building*

Online media can have many more benefits if used in a more comprehensive manner against the piecemeal approach. Taking time to chalk out a detailed plan for utilizing all forms of online media towards strengthening brand presence of the company and its communication with potential candidates' works even better compared solely to recruitment. Employers can use job ads to promote a consistent brand to prospective job seekers. With there being some tough competition for available talent, it ultimately boils down to how well a recruiter is able to communicate his brand to the prospective employees (Surabh Tyagi, http://www.onrec.com/news/news-archive/the-latest-online-recruitment-practices-in-2014).

V. ADVANTAGES AND DISADVANTAGES OF E-RECRUITMENT:

ADVANTAGES:

1. Wide Geographic Coverage:

In the era of globalization, the search cannot be restricted to one place (Arundhati Ghosh, 2007) Advertising online opens up a much wider candidate pool than advertising in print. This gives much better chance of finding the right candidate for the job (www.hrmguide.co.uk).

2. Lower costs to the organization.

The technology in online is not so expensive. By saving on time, design and print costs and targeting precisely the best candidates, online recruitment is a very cost effective option

3. Speed

Jobs posted online reach to the candidate in no time and they respond immediately. In certain situation when the company demands candidates quickly to cover up extra work, leave or sickens, the option to advertise, select and appoint the candidate within 2 days is a huge bonus (www.hrmguide.co.uk). Over 65 percentage of hiring time is reduced

4. Automating the Process

The pre-selection process can be tailored to individual company's needs. This way we can we can sift and sort candidates who meet the exact requirements. Thus resulting in getting qualified candidates in the interview stage having already established they meet certain key criteria. Automating the application process also gives a level playing field to all candidates whether they come directly to the company website, through a recruiting consultant or in response to a print ad. For larger and multinational companies achieving consistency of handling candidates across many branches or regional offices can be an issue, but online recruitment solves it (www.hrmguide.co.uk).

5. E- recruitment helps in getting the exactly required talented candidates.

6. The recruitment process has improved immensely and is more efficient.

7. It gives full time access to the resumes.

8. Online recruitment helps the companies to eliminate the unqualified CVs in an automated way.

9. Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc. which helps the HR managers to take various HR decisions like promotions, salary trends in industry etc.

10. Provides clarity:

Compared to the traditional way of advertisement, online job postings give much clarity to the contents. Much of the information will be displayed and the candidates get aware about the job demanding. Before applying for the job the candidate can decide if its fit for him else can save the time of both employee and the employer.

11. Scope for better match:

Information in detail is provided with clarity therefore suitable candidate match is possible. The search is widened link with other websites are possible, these attracts the candidates and after the job profile matches, the candidates apply.

12. Standardization:

The information of the candidates are collected in a standard format. Besides collecting the data it also consolidates information received from various sources (Arundhati Ghosh,

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2007).

13. Reservoir:

It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data (Arundhati Ghosh, 2007).

14. Lessen paper work:

As the data collection, filing, administrative work are done electronically thus paper work or documentation has been lessened.

Disadvantages of E-Recruitment:

Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages.

1. Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time consuming exercise for organizations.

2. There is low Internet penetration, no access and lack of awareness of internet in many locations across many countries.

3. Organizations cannot depend solely on the online recruitment methods.

4. Disclosure of information: Candidates profile and company details are available to public. The applicants do not want their employer to know that they are looking for a change. Again the companies do not want their competitors always to know the current scenario (Arundhati Ghosh, 2007).

4. Some countries still prefer the employers and the employee's face-to-face interaction rather than sending e-mails.

VI. CRITERIA FOR THE EFFECTIVENESS OF E-RECRUITMENT

The following points illustrates the criteria for the effective E-recruitment (http://www.123oye.com/job-articles/business-corporates/e-recruitment.htm)

1. Before implementing the e- Recruitment system, all the companies should take into consideration the ROI (Return on Investment). This calculation helps to find out how much the company will benefit out of it.
2. Companies should follow recruitment policy, such that it can easily get adapted to the market changes. The policy should be clear and each and every point has to be included and prioritized accordingly.
3. At most consideration to be given for the unemployment rate, labor turnover rate. The complete process of e- Recruitment depends on the candidates available in the market and also time limit should be taken into account for every single vacancy filling.
4. Results of supplying compensation details to be taken care of. That is the salary, benefits, when disclosed on line then it should obey the legal rules. Chances for negotiation will not be there. Compensation details of the company not only reach to the candidates but will be visible to all.
5. While screening the candidates care should be taken that there is no discrimination based on gender, sex, religion, age.
6. Periodic checking is essential; otherwise the available candidates will remain the same and will not serve the requirement.
7. Organization should be careful while choosing any external website to place their ads.

CONCLUSION

This study shows the e-Recruitment and its modern trends and how the recruitment process evolved from the paper based process to the modern day recruitment with E-Recruitment. Social media and the mobile apps undoubtedly shorten the application cycle. This does not affect the recruitment process as potential employees are quick to respond to adverts. They are able to feel confident and understand the technology used by recruitment websites. On the other hand, recruiters are able to communicate easily and quicker with potential employees, thus reassuring the candidate of the company's strength. The recruitment process still processes through all of the stages in E-recruiting, same as one who applies by the traditional means and methods. In a world where technology is constantly growing and improving, one can foresee the recruitment process becoming more digital and less personal interactive. This could influence a shorter recruitment process, a shorter application cycle and less administration for recruiters.

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