Impact of Online recruitment on recruitment

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Abstract

Recruitment has become an important process in the highly competitive   labor market. The traditional methods of recruitment   had been revolutionized   by the emergence of the Internet. E-Recruitment   is the latest trend in the recruitment   process and it has been adopted in many organizations   from large to small-sized   companies. Many   companies   use e-Recruitrnent to post jobs and accept   resumes   on the Internet, and correspond   with the applicants   by-mail. The main success factors of e-Recruitrnent   are the value-added   services provided   by the job sites, cost-effectiveness and speed, providing   customized   solutions,   helping to establish   relationships   with HR managers and facilitate brand building of the companies. Though there are many benefits to the employers and the job seekers in e-Recruitrnent, it still has its own limitations   and shortcomings.   The case study helps to analyze the overall trends in e-recruitment   use and practice, recruitment   methods, E-Recruitment   Challenges   and issues of E- Recruitment   and its increasing   scope in the recruitment   process of a company.

Keywords: e-recruitment,   online recruitment,   human resource, job posting, job portals, HRIS.

INTRODUCTION

Online recruitment or E-recruitment is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. E-recruitment includes practices carried out by the organization using technology, particularly web-based technology for the purpose of identifying and attracting potential employees. Through e-recruitrnent employers can save resources by reaching larger number of potential employees and facilitation of the recruitment process like using assessment tools incorporated into recruitment software.

The purpose of e-recruitrnent is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process.

AIMS AND OBJECTIVES:

1. To compare the traditional recruitment process with e-Recruitrnent and also discuss the Advantages and disadvantages of e-Recruitment.

2. To evaluate the changes in recruiting strategies and practices causes of e-recruitrnent tools.

3. To analyze opportunities and challenges for both the organizations and

job-seekers using e-Recruitrncnt,

Main components and elements of e-recruitrnent are as follows:

1. Applicant Tracking: Status of candidate with respect to the jobs applied by him/her

2. Employer's Website: Communicate details of job opportunities and collect data for the same

3. Job Boards: Just like recruitment advertising section of a newspaper or magazine, will carry job advertisements from employers and agencies

4. Online Testing: Some kind of evaluation of candidates over internet

5. Others like multiple posting tools, Intelligent CY parsing etc.

2. LITERATURE REVIEW

Literature review is focused on various theories that are relevant to our study. A study conducted by Berger and Ghei (1995) in his study on a facet of hospitality hiring concluded that the success of the hotel industry depends on the quality of its employees and their effective management in order to assist the organization to achieve its objectives.

Mencken & Winfield (1998) explored the advantages and disadvantages of informal and formal recruiting practices in external labor markets. The authors found that quality was a strong motivator than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sector.

Smith (1999) had worked upon e-recruitrnent where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads.

Galanaki (2002) had conducted a descriptive study on the decision to recruit online, involving 99 UK IT companies whose shares were traded in London stock exchange. A survey was carried out, in the form of a postal questionnaire, followed by an interview to which 34 companies replied. The author found that internet agencies provide the company with fewer but substantially better applicants than traditional recruitment agencies.

A research conducted by Verhoeven and Williams (2008) reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as identified in literature and considered those against the views ofHR Managers in UK.

A survey conducted by Williams (2009) on E-recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as two-thirds (66 per cent) of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for most jobs.

Importance of E- recruitment

Online recruitment or E-Recruitment can overcome the barriers of traditional recruitment methods for easy access of the candidates. To be a successful Organization and to maintain the position recruiting high caliber staff is fundamental. Not finding the right person can lead to frustration. Many employers now aren't limited to attracting candidates from their own country and they can appeal to qualified candidates all over the world. The same holds true for job seekers. They can search and apply for jobs in areas where their skills are in demand regardless of geographical location. The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same time appealing to the wider audience.
This is the secret of e-recruitment gaining popularity in a short time span.

BENEFITS AND ADVANTAGES

1. Considered to be cost effective:

Placing job advertisements on the Internet is a lot cheaper than placing them in newspapers, magazines and other media. Using social media like Facebook and Twitter can even make publicizing a position an essentially free exercise for companies, if it is linked to a Web site on the company's Web site where candidates can view the job specs, input their CVs, apply and follow up.

2. Clear communication:

Press insertions have word and space limits that can lead to unclear messages. On the Internet, there is no word limitation and all relevant details can be expressed unambiguously. In addition, the automated application process can immediately provide feedback to candidates who are under-qualified or not suitable for the position.

3. Broader search, deeper pool

The Internet's virtually instantaneous global reach means companies have the advantage of reaching a much broader pool of candidates, which increases the chances of finding the right candidate. This is particularly important for companies that are recruiting in fields where the brain drain has hit SA hard - with the global economic downturn, many South Africans are returning and looking for positions before they even set foot on the aero plane to OR Thambo.

Candidates can also permit recruiters to keep their CVs on file, and even update them from time to time. This means that recruiters have a deeper pool of candidates on which to call for future positions.

4. Improved standardization and
    compliance

The information provided by candidates is obtained in a standard, uniform format, which facilitates easy comparison. This allows for more objective adjudication of candidates in order to compile shortlists, and provides an auditable data trail, which assists with regulatory compliance.

5. Faster time to appointment:

Automating recruitment administration, like posting a job opening complete with all the specifications on the Internet, takes only a few minutes. Delivery time and response time are immediate. The prospective candidates can visit the company site, post their CVs and expect responses through e-rnails. As mentioned above, e-recruitment can also cut out all non-appropriate candidates automatically, producing a shortlist within minutes, rather than days of reading through 200 CVS

6. Adoption is growing - especially among
younger candidates:

In a January 2012 survey by UK market intelligence company Key Note, 43.9% of respondents said they had used the Internet (via mobile or traditional Internet connections) to search for jobs. In Key Note's survey, 16.9% of those who applied for a job online received a resulting interview. Considering that 18.5% of respondents used the Internet to apply for job online, this is a very high success rate.

Furthermore, 12.7% of respondents who said they had applied for a role over the Internet had gained employment.

7. Green solution:

The gathering and compilation of data, filing of records and all related administrative work is done electronically, and therefore paperwork is considerably lessened. Significantly less physical space is taken up for file storage, and overall, the ecological footprint is smaller than more traditional recruiting methods.

5. CONCLUSION

Traditional methods should not be replaced by the e-recruitrnent, it should s u p p l e m e n t . The loopholes of e-recruitment can be covered by the traditional methods and recruitment process will be faster, global due to e-recruitrnent, One method should not replace the other. When two vacancies are there and two candidates are available the companies do not have much choice, thus they prefer to widen their search and attracts numerous applications. But w h e n f o r two v a c a n c i e s a company receive 2000 application, the in depth screening process is not p o s s i b l e . While other methods like c a m p u s interview, internal search has a p e r s o n a l touch. But receiving application in h a n d , communicating with candidates
Becomes time consuming without internet. Job P o r t a l s are the m o s t popular and w i d e l y used t o o l b y c o m p a n i e s and

Recruitment teams t o f a c i l i t a t e the smooth flow of recruitment process in the c o m p e t i t i v e world. Job P o r t a l s provide a platform for the employers to meet the prospective employees. As the use of internet is indispensable physical boundaries 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.

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