

E-Recruitment Practices in Indian Corporate Sector -Pros and Cons

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ABSTRACT

In ancient days, we don't have any technological knowledge, skills like uses of the internet, information system and several things. The significant of technology uses are higher in the world, after 1990's revolutionary change of Globalization in the world as well as in India, due to the concept of LPG, Indian Companies are facing many challenges for sustaining their business. People are the most important among the concept of 6'M's these are mainly Men, Money, Material, Machinery, Methods and Market. The Recruitment of employees is a very challenging task in today's corporate companies. In the present situation in Indian organizations has been adopted technology in every business activity such as production, manufacturing, marketing, these technology activities of revolutionary changes penetrated in HRM functions, like recruitment and selection of the employee hiring system. Through these changes on traditional recruitment methods have replaced with E-recruitment or online recruitment process methods.

Keywords: LPG, HRM, E-recruitment, Social network.

INTRODUCTION:

The E-recruitment is broadly used method in the recruitment process through Internet uses in every organization in the world as well as in India. E-recruitment is the application of information technology hiring process in Human resource management functions. It's also known as online recruitment and technology based recruitment. The method by using the technology involved with tasks such as finding/hunting, attracting, assessing, interviewing, and finally selecting the required candidates for organizing. The main aim of E-recruitment is to make the recruitment process efficient and easy process, reduce the over expenditure for this process, reach the huge pool of employees at the same time.

REVIEWS OF LITERATURE:

Prakash Yadao Khillare and Smita Kashinath Shirsale, (2017) have identified the E-recruitment is getting to be one of the imperative devices for choosing a required pool of human asset for Indian ventures. Despite the fact that this system has few inconveniences however, it is totally related and pertinent in the present current world. They observed the idea, naturally, scout issues, worker benefits, late techniques and patterns, conditions for adequacy of E-recruitment practices¹. Narmadha. M. P and Dr. M. Sampath Nagi, (2017) Observed in their Research Paper investigation center around E-Recruitment practices and patterns in India as for IT segment, this examination prompts better work openings through profession sites and furthermore gives more compelling enrolling instruments to choosing appropriate hopefuls. This examination has investigated the adequacy of utilizing E-Recruitment in associations. It has additionally discovered that E-Recruitment will dependably develop in coming years. E-recruitment has given some astounding advantages as far as cost and proficiency². Deepak Ramchandara Lad, Soumitra S. Das, (2017) Observed in their Research paper centers on the idea benefits, cons and experts of E-Recruitment with late pattern and techniques. The best choice in business that you can make is to procure very

much qualified learned individuals, which spares time and business will run easily and viably³. Smith and Rupp (2003), examined in A conceptual paper on Managerial challenges of e-recruitment: extending the life cycle of new economy employees the application of technology to recruiting and retaining knowledge workers in an e-commerce, information intensive environment. The authors reported that e-recruitment as a general process is job specific and offers computer-assisted screening interviews and statistical prediction to aid in reducing recruiting costs, time-to-hire and employee turnover⁴. Jain K.V (2014) has defined in his Research Paper Titled on “Impact of Technology on HR Practices” IT has significant impact on increase the efficiency of recruitment, Maintaining development and decision making for there is a shift in HR functions from traditional personnel functions such as recruitment, selection, training and development, performance appraisal, rewards to consultative strategic business issues and policy formulation to some extent in 80’s. The scope of HR activities was widened in 90’s with HR professional performing the role of strategic business partner, change agent, administrative expert and that of employee champion⁵. Dr. Ankita Jain, Ankita Goyal (2014), studied that E-HRM is a progression in which all the HR plans, policies and practices are undertaken through an internet medium. E-Recruitment is an internet medium through which job seekers can apply for vacancies online. Here the job seekers can attach their curriculum vitae and application form and the recruiters can get the detail of the candidates. Online recruitment helps the organization to make a cut on cost and time taken to choose candidates⁶. Naveed r. Khan, marine Awang, Arsalan Mujahid ghouri (2013), studied the significance of e-recruitment in the forums.. This study examined the relationship between the recruitment sources, job seekers’ perception and intention to pursue the job. Data was collected from 257 respondents and analyzed in relation to the research objectives. The findings of the study showed that internet is the most preferred source to search the job among other recruitment sources. Furthermore, it is also suggested that the effectiveness of e-recruitment depends upon the placement of advertisement and salary is the most influential motivator to find interest in the job applied. Lastly, statistics of the study found that the Recruitment sources and applicant’s perceptions of a job significantly influence the intention to pursue the position applied by the job seeker⁷. Pavitra Dhamija (2012), studied that E-Recruitment refers to posting vacancies on the corporate website or on an online recruitment vendors’ website. It allows applicants to send their resumes electronically through an email or in some other electronic format. The e-recruitment methods and systems have helped to reduce much of the routine administrative tasks involved in recruitment⁸. Rudman (2010) and Härtel & Fujimoto (2010) explain that electronic recruitment is the selection of prospective candidates applying for a job via the Internet (external) and Intranet (internal)⁹. Dr. A J du Plessis(2012) This article focuses on the background of the ‘conventional’ or ‘old’ way of recruiting, it reviews different ‘new’ ways; e-recruiting and its effectiveness; advantages such as accessibility and disadvantages such as transgression of some legislation in e-recruiting and the impact it has on management¹⁰.

THE OBJECTIVES OF THE STUDY:

The main objectives of the research are..

1. To study the E-recruitment methods and its advantages and disadvantages in Indian select business organizations, and
2. To analyze the Modern E-recruitment practices and recent trends in select companies in India

NEED FOR THE STUDY:

The E - Recruitment process is the booming in Indian Corporate Sector. Most of the job applicants and job consultancies/vendors are depending on Technology based Recruitment process. This recruitment technique more helps to the recruiters, such as reduce the time and cost, administration burden, make a speedy process. Human Resources is the most important for the success and growth of the organizations. Hence there is an urgency to study the E-Recruitment process in Select Indian corporate companies.

RESEARCH METHODOLOGY:

This study is based on Secondary data. The data have been collected from the data which is available as secondary data sources such as Noukri.com & Monster.com Job portal related information and relevant articles, journals, magazines. Mainly this study focuses on best E – Recruitment methods for hiring the employees in the select Indian companies and also study the its advantages and disadvantages to selected companies, recent trends of e-recruitment practices methods for selecting the employees into the select companies. The study is confined select 7 corporate companies such as IT& Software, Pharmacy, Banking, Oil and Gas, Healthcare, Tourism and Travel sector, BPO sectors.

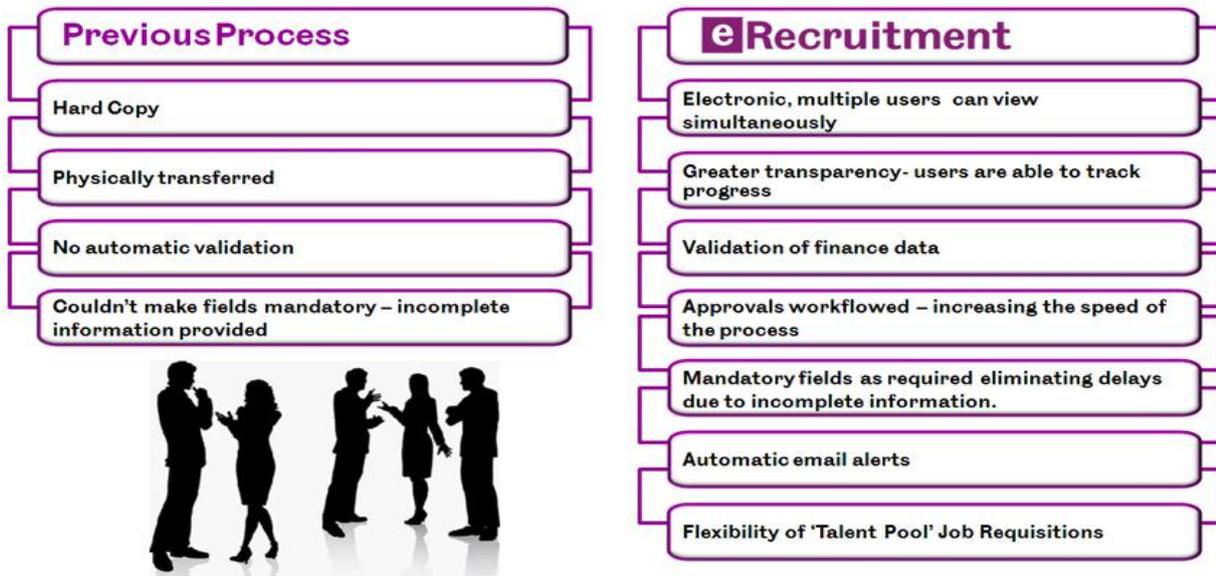
Brief History of E-recruitment in the world as well as in India:

In 1995, Edgley said that the recruitment industry’s future is based on the Internet; in 2001 Cappelli with, no wonder declares that 90 % of American Companies were already doing their recruitment process by using the internet. In 2003-2005, overly 94 % of the world’s biggest companies (Global 500) have applied E-recruitment practices to recruit the employees. In 2006 Chartered Institute of Personnel And Development Found that 64 % of United Kingdom industries were used E-recruitment practices. In 2012 in the United Kingdom found that 3.9 % of respondents used the internet for job search purpose.

Advantages and Disadvantages of E-recruitment practices:

With the help of e-recruitment practices or online recruitment practices we can...

Advantages	Disadvantages
a) Saving the Cost b) Saving the valuable time c) Scrutiny the Huge level applicants at the same time d) Getting the qualified and talented employees easily e) Improve the employer image and brand f) Effective and efficient personnel selection g) Providing the work place and full organizational information to applicants h) Target of orientation i) Accepting the resumes and CV’s by mail and registration process	a) By using the e-recruitment practices sometimes, we increase the quantity, but decrease the quality of candidates in a competitive marketplace. b) E-recruitment practices methods sometimes this method becomes a discriminating or misinterpretation of applicant’s personnel data.



Effectiveness of Modern E-recruitment Methods and Recent Trends in selected Indian Companies:

They are two types of E-recruitment methods in present situation in Indian corporate sectors, first one is mainly posting the vacancies notifications through their own websites which is would be enabled with Internet facility, second one is the recruitment process, starts with the help of third party vendors, recruitment agencies, consultancies and also called online recruitment industries with help of them we can select the required candidates ever who having the good knowledge, skills, abilities, and other characters into the organization. Now a day’s most of the organizations are going on technical uses of journey to recruit the required and needed level of employees in several ways, of selection process in the world as well as in India also. By previous way of recruitment process they used to give the notification through online activities through the mail and, job boards & job Portals, social network sites, special recruitment drives or campus recruitment process, some organizations going into the recruitment process, they have selected the needed and required employees through Employee Referrals in their organization, like already working employees in same organization they have treated as a existing employees promotion system.

Job Boards/Job Portals:

This is the most effective recruitment process through Internet uses in Indian corporate sectors, with the help of this type of recruitment portals they can accept the resume & CV's of the job applicants in Proper way, scrutinizing the applications and eliminate the UN eligible job aspirants and call them for the interview process and select them in several of ways of selection processes in Indian corporate sectors. Overly 54% of the recruitments done through useful of Job Boards and job portals in India. Examples: Nookri.com, Monster.com, timesjobs.com, carrejet.com, etc..

Social Networking Sites:

Social Networking Sites play a leading role in recruitment activity in the competitive world. After 1990's information revaluation changes in Indian context, the social networking sites, mostly useful for communication system, in present situation in India most of the organizations are depending on technology based recruitment practices such as, giving the notification, accepting the applying process, call them for online interviews such as mobile interview, video interview, Skype interviews, online test, in Indian corporate sectors overly 16 % of recruitments process done through this process.

Employee Referrals:

This is one of the most important recruitment processes, this process mainly in Public and Private Ownership organizations in India. In this process the recruiters have given priority to existing employees who are already working in their existing organizations, this process may treat as an internal recruitment process for hiring the required employees into the every organization, in Indian corporate sectors overly 11% of the employee recruits in this recruitment process.

Mouth Publicity/Campus Drives:

This is one of the most important recruitment process, this process mainly in private organizations such as MNC's IT companies, several new age organizations follows this type of recruitment process in the proper way of selection process, in this process the recruiters announcement the required notifications along with required skills, work place and salary, responsibilities in the notification, they accepted the registration process, and conduct the model examinations and group discussion finally select the required employees through critical interview process. Ex: Campus selection, special drives, Capital IQ, Wipro.

Body Shopping Process:

Body shopping regarded as an instrument of enrollment is the act of consultancy firms selecting specialists (by and large in data innovation division) with a specific end goal to get their administrations out on strategic short to medium-term premise. IT administrations, organizations that training body shopping affirms that they give genuine administrations, (for example, programming advancement) instead of the "sham" of simply cultivating out experts to abroad organizations.

Online Test & Interviews:

Innovation in interviews Advancements in innovation alongside the expanded use has prompted interviews winding up more typical through a phone meet and through video conferencing than up close and personal. Organizations use innovation in interviews because of their over costs, efficient advantages, and their simplicity of use. Also, innovation takes into consideration an organization to recruit more candidates from facilitating away. Despite the fact that they are being used more, it is as yet not completely seen how innovation may influence how well questioners select the most ideal individual for the activity when contrasted with face to face meeting.

Video Interviews Process:

Meeting from Anywhere: Live Video Interviews Are Now a Best Practice (Part I of II) The greater part of the media scope nowadays about enlisting is committed to informal communication, portable selecting, and blogging, yet the enrolling innovation liable to have the most effect in the event that it keeps on getting on at the present rate is talking with competitors "live" from remote areas. The approach I call "meeting from anyplace" exploits far reaching broadband Internet get to and cheap webcams, two factors that seriously limited videoconferencing as a plausible other option to eye to eye meets 10 years back. Video conferencing isn't just a useful, pleasant to-have capacity; it is a need for any cutting edge enlisting association accused of enrolling really top ability around the globe. Remote video interviews give various advantages. A standout amongst the hardest to overlook in these intense financial circumstances is the way that they are drastically less expensive.

Virtual Reality (VR) as screening tool:

Virtual Reality enables managers to make an institutionalized reenacted 3D condition to evaluate and test applicants while directing meetings. It spares heaps of time, particularly when you are enlisting seaward applicants. It makes a customized involvement of the applicant, offering the business a stage to exhibit them as a propelled tech organization. Businesses can use VR to give shortlisted applicants a virtual voyage through the workplace, in this manner advancing boss marking activities. Alongside manager marking and meeting screening, applicants can likewise feature their work portfolio utilizing Virtual Reality to give a healthier ordeal and the increment odds of getting contracted.

Phone Call Interviews:

This process one of the most effective recruitment process to hire the required and needed employees into the organization, in this process the job applicants who ever registered and associated with proper organizations or recruitment agencies, only the registered applicants called by the recruiters to Interview process through Phone call and measuring the skills by interacting each other in phone call interview process, with help of this type of interview process can reduce the process cost, time and administrative Burden.

Recruitments through Online Certifications:

Google Certification process:

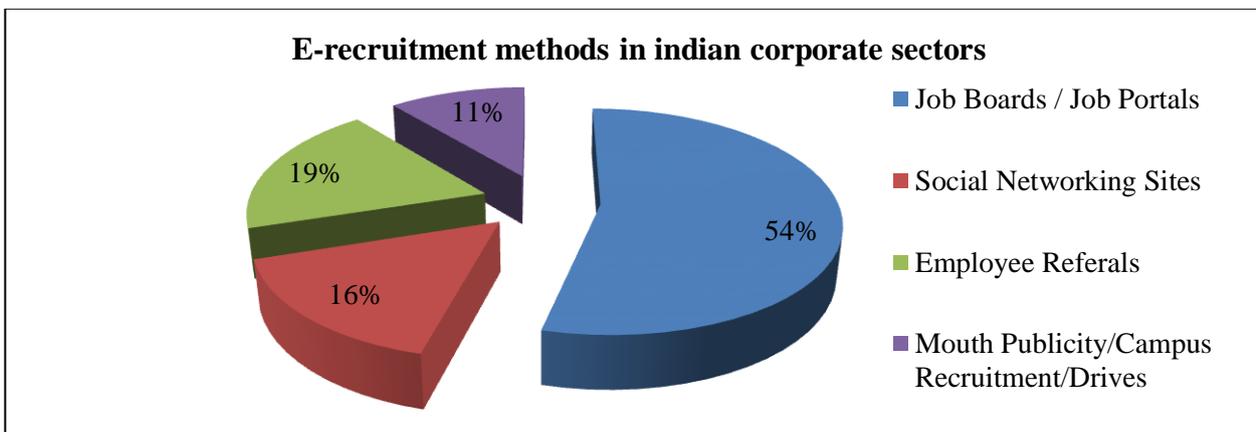
Google Developers Certification gives a chance to exhibit the capability and ability. After passing a confirmation exam, can utilize accreditation to promote to the groups, activities, and bosses that are imperative. All the confirmation exams are supported by rich preparing content offered as online educational programs, educator drove preparing, or self-examine materials. When pass a confirmation exam, Google stores declaration, identification, or other computerized check in a focal, obvious area. Then incorporate your computerized check in the email signature and insert it on destinations, for example, LinkedIn and Twitter.

SAP certification:

Over the span of 2016, SAP Certification exams for cloud arrangements, for example, Success Factors, C4C (Cloud for Customer), Ariba and SAP Hybrids are given in the Cloud to take whenever it might suit you and area, 7 days /24 hours every day by means of the Certification Hub. A membership to the Certification Hub gives you 6 exam appointments in a year membership period. You can take 6 distinct exams or take one exam up to 3 times. Each retake of an exam considers one of the 6 exam endeavors accessible with the membership. The measure of exams accessible in the Certification Hub membership is quickly expanding.

Statistical Reports of E-Recruitment Process:

Job Boards/ Job Portals	Social Networking Sites	Employee Referrals	Mouth Publicity/ Campus Drives
54%	16%	19%	11%



DISCUSSIONS AND RESULTS:

The data have been analyzed with the available data which was collected from the secondary source,. Trend linear analysis method used for this study this study used MS Excel brings a wide variety of tools for visualization and statistical analysis of your physiological data. All the collected Data import from text files is as simple as generating summary metrics and customizable graphics and figures, Frequencies, percentages (proportions) have used to establish the number and proportions of firms using each of the online practices.

Growth Rate of E-recruitment In Indian Selected Corporate Companies:

Name of the Sector /Industry	2012-2013		2013-2014		2014-2015		2015-2016		2016-2017	
	Noukri	Monster								
Healthcare	98%	14.67%	139.51 %	22%	158.4%	18.9%	211.12%	36.86%	268.30%	38.86%
Oil & gas	-2%	-2.31%	-9.32%	18%	-1.47%	-28%	-19%	34.85%	-28.8%	28%
BPO	-12%	0%	17%	8.3%	38.55%	6.7%	52%	16.82%	79.7%	22.26%
Banking& FS	29%	-4.02%	31.57%	11%	76.76%	40%	122%	14.63%	151.65%	18.23%
Travel & Tourism	53%	10.60	83.62	28.22%	86.91%	26.2%	162.85	29.56%	101.5%	32.6%
IT& Software	31%	0.42	62.6%	26.32%	99.86%	32.45%	146%	52.32%	155%	66.26%
Pharmacy	31%	14.67%	49%	22%	65.4%	26%	82.41%	-20.5%	95.54%	-16.23%

Source: Noukri and Monster Employment Index Reports for the year of 2012-2017

DATA INTERPRETATION:

Here in above analysis part the all the data have been collected from the selected job employment index reports on Noukri.com and Monster.com. The Researcher taken the base year is July 2008 from Noukri.com. In case of monster.com, and compared with previous financial year report. The above table shows that E-recruitment, growth rate is in Indian corporate companies. Here there are 7 corporate companies are monitored and analyzed for 5 year period, it's based on financial year. Based on above analysis the health care sector has secured the E-recruitment opportunities in the FY of 2016-2017 Noukri has got (268.30%) with High position in similar way Monster has secured the online recruitment opportunities growth (38.86%) in Same FY 2016-2017. The Next Oil and Gas Sectors also in Noukri has offered the online recruitment opportunities with (-28.8%) in the FY of 2016-201. In the same way in Monster has created an online recruitment process with (34.85%) in the FY of 2015-2016. The next corporate company of BPO Sector e-recruitment practices Noukri has scored highly in the FY 2016-2017 with (79.7%). As usual in Monster has offered the Noukri.com has (98%) & Monster.com (14.67%). The next FY 2013-2014 Noukri.com has (139.5%) & Monster.com has (22%). The next FY 2014-2015 Noukri.com has (158.4%) & Monster.com has (18.9%%). The next FY 2015-2016 Noukri.com has (211.12%) & Monster.com has (36.86%). The next FY 2016-2017 Noukri.com has (268.30%) & Monster.com has (38.86%). Oil and Gas/ chemical sectors are low opportunities with (-2) in noukri.com, in the similar way in Monster.com (-2.31%) in 2012-2013 FY. The Next FY 2013-2014 Noukri has (-9.32%) as well as Monster has (18%). In 2014-2015 FY Noukri (-1.47%) saimentensily in Monaster (-28%). In next FY 2015-2016 Noukri has (-19%) as well as Monster (34.85%) garment & textile industry has got high priority with (20.64%) and BPO sector with (0%) low level activity in the financial year of 2012-2013. In 2013-2014 financial years in Noukri.com health care sector high level recruitments with (139.57%) & oil and Gas/ chemical sectors are low opportunities with (-0.6%) in the similar way of Monster.com travel and tourism sector have recruitment opportunities with high position with (28.22%). Construction sector got low level recruitment opportunities

with (-8). In the financial year of 2014-2015 in Noukri.com health care sector high level recruitments with (158.4. %) auto and Auto Ancillary sector low level opportunities with ease (-2.06. %) in the similar way of Monster.com IT &ITes Sector has got (32.45%) Auto and Auto Ancillary sector low level opportunities with (-2%). In the financial year of 2015-2016 In Noukri.com health care sector high level recruitments with (211.12%) & Telecom sector low level opportunities with (-7%). In monster.com IT &ITes Sector has got high level opportunities (52.32%), the Government and PSU sector got a low level E-recruitment Opportunities with (3.8). In the financial year of 2016-2017 in Noukri.com the Healthcare sector has got high preference with (268.38%), chemical and Gas industry has got a low lever e-recruitment opportunities with (-2.21% in the Monster.com IT &ITes Sector got (66.26%), the Government and PSU sector got low preference with E-recruitment opportunities with (4.9). Finally the noukri .com is most effective for the favor of the sector in the Healthcare industry. If we compare with monster.com in this job portal IT & ITes Industry most preferable in the process of E-recruitment Practices.

CONCLUSION:

Recruitment and selection remains one of the most important functions of the HR department. As competition increases between firms selecting and recruiting the right and qualified talents become all the more important. Traditionally companies have largely relied upon prospective candidates to find the firm however today head hunting is an active function of the HR department. Firms not only need to head hunt but also must retain existing employees. The entire recruitment and selection strategy has changed and evolved to a new form where the onus lies on the firms to advertise, attract, and retain top talents. Internet based technologies and various other software and information systems have provided new capabilities like never before. Here is a growing trend amongst firms to adopt and utilize these technical solutions. The future is bound to see an increased role of internet based solutions in recruitment and selection process.

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