

A Descriptive study on Emerging strategies of E-recruitment process in Hindustan Coca-Cola Beverages PVT., Ltd., Chittoor District

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Abstract:

The success and growth of an organization depends on the effective utilization of the five major resources namely Men, Machine, Money, Method and Material. Among five the first one is most important one i.e., Men, a major contribution to get successful growth of the organization. This study majorly focuses on E-recruitment process in MNC companies. For that majorly Coca-Cola Company has been selected to observe and confine the E-recruitment process as an emerging strategy of HRM. After globalization recruitments are group for MNCs at varies levels. This study notified the latest strategies adopted by the Coca-Cola Company in the Chittoor District area. The importance of job portals and emerging trends in talent acquisition in manufacturing sector sectors are also co-opt for this study.

Key words: Globalization, Coca-Cola, HRM, E-recruitment and MNC

Introduction

The human resource is one of the most valuable and unique assets of an organization. “The total knowledge, skills, creative abilities, talents and aptitudes of an organizations workforce as well as the values, attitudes and beliefs of the individuals involved”. – Leon C Megginson Human resource management is one of the most complex and challenging fields of modern management. Different terms are used to denote human resource management. They are labour management, Labour administration, Labour management relations, employee-employee relations, industrial relations, personnel administration, personnel management, human capital management, human asset management, and human resource management etc., “human resource management is managing (planning, organizing, directing and controlling) the function of employing, developing and compensating human resource resulting in creating and developing human relations and utilization human resource with a view to contribute proportionately to the organization’— Pulappa Subba Rao.

Procurement:

Procurement is classified into four types. They are human resource planning, recruitment, selection and placement.

Human Resource Planning:

Human resource planning as a ‘process by which an organization should move from its current manpower position to desired manpower position. Through planning management strives to have the right number and right kind of people at the right place at the right time, doing things which results in both organization and the individual receiving maximum long run benefits’.

Recruitment:

“The process of searching of prospective employee and stimulation them to apply for jobs in the organization” – B. Flippo

Selection:

It is the process of differentiating between applicants in order to identify those with a greater likelihood of success in a job.

Placement:

Placement refers to the allocation of people to job. It includes initial assignment new employees, promotion, transfers or demotion of present employee.

What is Recruitment?

Once the required number and kind of the human resource are determined the management has to find the places where required human resource are available and also work out strategies for attracting them towards the organization before selecting suitable candidates for jobs. This process is generally known as Recruitment. Some people use the term ‘recruitment’ for employment.

Definition:

Recruitment is defined as ‘a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower number of facilitate effective selection of an efficient workers’

‘Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization.

E-Recruitment:

E-recruitment also known as “online recruitment’, is the practice of using technology and in practical web based resource for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Many big and small organizations are using internet as a source of recruitment. They advertise job vacancies through World Wide Web. The job seekers send their applications or curriculum vitae through an e-mail using the internet (job portals).

Methods of E-recruitment:



JOB PORTALS: Important tool for e-recruitment is job portals. There are various types of job portals are there. According to the Indian survey 2016 January the graded best job portals are...

1. Naukri.com
2. LinkedIn.com
3. Shine.com
4. Timesjobs.com
5. Monsterindia.com
6. IIMjobs.com
7. Glassdoor.co.in
8. Freejobalerts.com
9. Careesma.in
10. Jobstreet.co.in
11. Careerbuilder.co.in

Job portals helps the organization by posting the job description and job specification of an organization and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.

Job Boards:

These are the places where the employers post jobs and search for candidates. Candidates become aware of the vacancies. One of the disadvantages is, it is generic in nature. Special skill candidates to be searched by certain job boards.

Employer websites:

Directemployer.com is the first co-operative employer –owned e-recruiting consortium formed by direct employers association. IT is non-profit organization formed by the US Corporation.

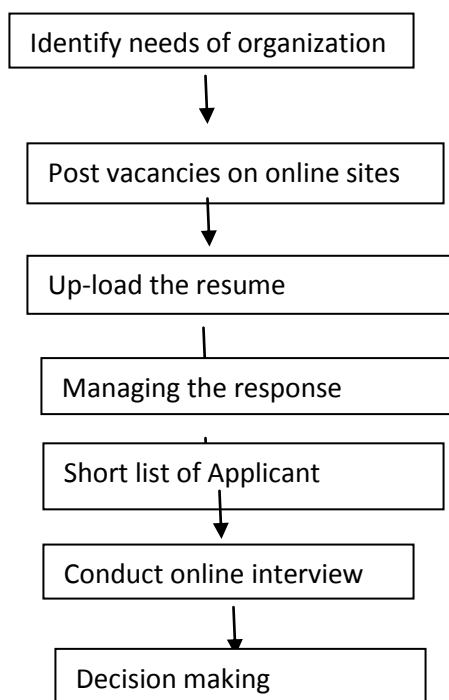
Professional Web sites:

These are for specific professions skills are not general in nature. For an example for HR jobs human resource management sites to be visited like www.shrm.org the professional associations will have their own site or society.

Resume scanners:

Resume scanners is one major benefit provided by the job portals to the organizations. It enables the employers to screen and filter the resumes through pre-defined criteria's and recruitment (skills, qualification, experience, payroll etc) of the job.

Process of E-recruitment:



The major recruitment sources of Coco-Cola are following is,

- E-recruitment
- Job portals
- Consultants
- Campus Drives
- Employment agencies etc.,

Advantages of E-recruitment:

- Cost efficient
- Time saving device
- widen the search

- provides clarity
- Scope for the better match
- Standardization
- Reservoir
- Lesser paper work

Disadvantages of E-recruitment:

- Vast pool of applications
- Chances for fake
- Non-series applicants
- Disclosure of information

Objective of the study

- ⇒ To identify the E-recruitment process in Coca-Cola
- ⇒ To analyze the strength of E-recruitment
- ⇒ To find the security status of the existing process

Research methodology:

Exploratory and qualitative research is selected for this research and various articles, research papers have been studied in this regard.

Data analysis:

Study area: Hindustan Coca-Cola Bevarages Pvt., Ltd., Chittor district

Sample size: 60 employees throughout Chittor district at various levels of Coca-Cola like production team, Quality inspectors, Shippers, R&D employees & Shift supervisors in the plants.

Sample method: Non-probability sampling technique of quota sampling was employed as the sample size was fixed and sampling unit was clearly defined. Both descriptive and exploratory research was used in compiling this study.

Tool: Designed questionnaire sent to their e-mail ids and collected information by step-by step process.

- ◆ Sending mail containing questions
- ◆ Download and filled the fields by the candidates
- ◆ Again reply mail or submit button collected all answers.
- ◆ For some software professionals sent the framed questionnaire link to fill and finally submit their response through submit button.
- ◆ Some may collect through skype mode.

Findings:

- Most of the people are like to see social websites for recruitment notifications.
- Role of job portals are very vital
- E-recruitment is fastest way to know the vacancy position as well as applying the job positions.
- E-recruitment is the best way to reduce the cost of the recruitment & selection process.
- E-recruitment is the only process to attract the people globally.
- Conducting maximum skype interviews for the candidates.

Conclusion:

The researcher concludes this study is the best way to reduce cost for recruitment people to the organizations also it is useful for time management. Easy reply and user friendly and recently the evolution on ERP SAP R/3 introduced HRM practices via software easiest way to

filter the applicants and select them for the required vacancies. Also E-recruitment process is open offer to all.

Suggestions:

- ✚ E-recruitment latest software solutions should be improved to filter the fake resumes.
- ✚ Up-gradate the SAP ERP solutions
- ✚ IT gives maximum priority to the skilled one with technological ideas.
- ✚ Implement web designing to upload resumes easily.
- ✚ Suggest some portals for easy evaluation of the people skills.

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