
E-Recruitment: The Changing face of Recruitment in India

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Abstract

With the emergence of IT sector in India slowly the practices of recruitment are on change. This paper provides a new benchmark on practices and trends in e-recruitment in Indian companies especially in the IT sector. It indicates organizations about how advance or developed their e-recruitment practices are in relation to their competitors and other organizations, and will help identify where their e-recruitment strategy needs to be further developed to enable them to attract and recruit the best and probable employee in the most efficient and possible manner.

Managing “people” includes several activities. Today acquiring and retaining talent has become the biggest challenge. Thus staffing is a vital activity. Staffing facilitates the supply of employees. These employees are needed to fulfill the Organizational goals and objectives by their effective and efficient performance. And recruitment is a logical step in this staffing process. Recruitment is the process of creating huge pool of potential candidates. It attracts the prospective employees and stimulates them to apply for job. The function of it mainly concentrates on two aspects. The paper puts light on how Indian organization are marching towards the modern era of e-recruitment which aims at speedy work access, cost efficient, clear database of applicants who will be potential employees for the organization in future. The paper puts light on key areas of organization which guides successful implementation of E-Recruitment and how telephonic interview are serving as cost saving tool for organization.

Keywords: e-Recruitment in Indian Market, Modern Trends, challenges, future, & Pace of e-recruitment in India

Introduction

The buzzword and the latest trends in recruitment is the “**E-Recruitment**”. Also known as “**Online recruitment**”, it is the use of technology or the web based tools to assist the **recruitment processes**. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by prospective employees depending upon their requirements .The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – “Jobs is among the top reasons why new users will come on to the internet, besides e-mail.” There are more than 18 million résumé’s floating online across the world. This paper provides a new benchmark on practices and trends in e-recruitment in the IT companies in Indian market. It provides organizations with an indication of how advanced/developed their e-recruitment practices are in relation to other organizations, and will help identify where their e-recruitment strategy needs to be further developed to enable them to attract and recruit the best candidates in the most efficient manner possible.

In the era of globalization anyone who is interested in corporate world is aware of these sites. Using internet prospective applicants could search for positions in which they were interested. Contact with employers directly is viable. Feasibility of email overruled the use of telephone, fax or mail and the companies started accepting application through email. Today Organizations have their own sites or job postings are given in the placement sites. Again the candidates can visit the sites, post resume, and contact the company directly without any delay. All these are just one ‘click’ away. E-recruitment is a tool for many employers to search for job candidates and for applicants to look for job. Recent trend of recruitment is e-recruitment or the internet recruitment or on-line recruitment, where the process of recruitment is automated. The automation began in 1980 but was systematized in 1990 with the release of Restricts initial product. E-recruitment simply means the recruitment process through internet. Various methods can be used for it.

- **Kinds of e-recruitment :**

There are mainly two kinds

First is discovering the sources of manpower to match the job description and job specification. Another is to pull the application of potential candidates to make the selection process successful. The process is generally carried forward by the recruiters. He can be the member or staff of the Organization or can be the employment agency like MAFOI in India

* **Job portals** – i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.

* Creating a complete online recruitment/application section in the company's own website. Companies have added an application system to its website, where the 'passive' job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

* **Resume Scanners:** Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements (skills, qualifications, experience, payroll etc.) of the job. Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the "passers-by" applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

* **Challenges of e-recruitment**

E-recruitment is no passing fad, but it is no panacea either. It has a number of disadvantages, particularly in the Indian context. In spite of its wider accessibility and speedy delivery, applications that match your requirements are often hard to find. Since applying online is so easy, there is a glut of unsuitable candidates who apply for every post. As one recruiter puts it, 'recruiting online offers cost and time-savings but requires more screening'

Another drawback of e-recruitment is the disclosure of information. The 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. Phone number, address information has lead to many security problems. Again the companies do not want their competitors always to know the current scenario

A traditional concern with e-recruitment is in relation to its acceptability to a broad range of applicants. This appears to be becoming much less of an issue, as more and more applicants are using the Internet as part of their job search process. In fact, there is significant evidence to suggest that the Internet is the preferred application method for a large majority of candidates. Nevertheless, many organizations involved in this research showed concern in relation to candidate access and perceptions, and are designing their online processes to be as candidate-friendly as possible, in addition to accepting applications, in some cases, by other methods. In spite of these drawbacks, the advantages of speed, flexibility and a user-friendly character have made e-recruitment a practical and popular hiring option.

It is a golden word that e-Recruitment can be said recruitment as “Evolving face of recruitment”

*** Recruitment gets pace in India:**

Despite the challenges of a lower Internet penetration in India, online recruitment is likely to pick up momentum.

Bangalore-based software major was in urgent need of professionals with unique set of skills to develop financial planning software. Initially, headhunters were approached, and recruitment ads were placed in newspapers. The response was discouraging and the company was able to meet only a handful of people in India, who matched the requisite skill mix. It decided to opt for an alternative-posting the job on its website and online databases. The result was instantaneous; the company was inundated with applications from across the country and people from other geographies willing to relocate to India-evidence of the reach of the Internet. Online recruitment facilitates just-in-time hiring. When an organization needs a candidate it can access the database of job portals, screen resumes and send a mass It can also shortlist people based on skills, location, salary and availability and move on to the interview

stage. Although e-Recruitment caters to jobs at all levels, it is largely useful in exploring people at entry and mid-tier levels. As the base of candidates looking for these positions is very huge, the online recruitment process comes in handy for administering standard evaluation tests for screening and evaluation. For hiring senior professionals, online recruitment process does help in seeking the required skill sets and qualification, but the screening and evaluation is not done online. Organizations should consider to ensure successful implementation of an E-recruitment strategy, including:

- * building knowledge and understanding of the technology options available
- * ensuring candidate- and user-friendly interfaces on their systems
- * understanding Internet access and proficiency levels amongst target groups
- * the importance of integrating online and offline systems.

*** Why Organization go for E-Recruitment?**

In May 1980 in Kolkata, Amita being an MBA never expected any

Problem regarding job. She returned home exhausted with no

Satisfactory result in hand. She knew that the place is full of

Opportunities and it won't be difficult to place her in a job. But what she was not aware of was search for the company will be so tedious and tiring. First she went through the newspaper advertisement meticulously, then scanned those advertisements and selected the suitable ones. Then she visited each and every place just to submit the Resume. It was worse as she was restricted to Kolkata, as going and visiting companies at different places were not possible and due to postal service the Resumes were not properly forwarded. At that era this was the scenario for many candidates. Even the companies were not satisfied with the recent recruitment practices. Like, A1 electrical of Nagpur were to find a suitable engineer for them. The company wanted to collect Resumes of maximum candidates. Advertisement in employment news was not giving them the satisfactory result. There came the need for e-recruitment, to overcome the barriers to 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. Employers like A1 electrical aren't limited to attracting candidates from their own country and can appeal to qualified candidates all over the world. The same holds true for job seekers like Amita. 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. The advantages are:

- **Cost efficient:** Advertisements in internet when compared to Newspaper, magazines, and employment agencies is considerably cheap. As in the other sources continuously one has to revise the Advertisement, for example a company wanted their ad to appear on Every Sunday for a month thus was suppose to pay for four Advertisements. But for internet it is not applicable.
- **Time saving device:** Time to deliver; to communicate is minimized by this. Response is direct and immediate without any delay. Beforehand the postal services, fax was one way communication and was time consuming. Phones provided two way communications but resume management, communicating worldwide were not possible.
- **Widens the search:** In the era of globalization the reach cannot be restricted at one place. It provides global reach that also within a fraction of second. Truly the process supports the definition of recruitment by creating a vast pool of potential candidates.
- **Provides clarity:** Advertisements in employment news, other newspapers, magazines will have word limit, thus sometimes is misinterpreted. For an example a company advertisement announced vacancy for computer skilled person which was interpreted as MIS job which was rather a job for computer skilled receptionist. The advertisement was not clear enough to explain the full profile. In internet the word limitation is not there, the idea, opinion, profile can be expressed as anyone like.
- **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.
- **Standardization:** The information of the candidates are collected in a standard format. Besides collecting the data it also consolidates information received from various sources.
- **Reservoir:** It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data.
- **Lessen paper work:** As the data collection, filing, administrative work are done electronically thus paper work or documentation has been lessened.

Current scenario:

*** Modern Trends of Recruitment.**

● **Speedy communication:** Company and the prospective employee can communicate with each other via the blogs. Thus blogs, pod casts; vodcasts are being considered a tool of e-recruitment. No more the process can be blamed for being one way communication like mails, faxes only being speedy as done electronically. Podcasts are the services of digital media files. Vodcasts are the video pod casts.

● **Candidate's preference:** History states that employers had the privilege to be selective in hiring process, especially in screening resumes but were not always fair. Because of the time constraint it was not possible to go through all the applications. Today the candidates can choose their employers as not only the financial state is known to them but also the culture is known. Applying for the Organization will no more be influenced only by the image.

● **Search engine advertisement:** Print ad is phasing out due the popularity of search engine ads. Pay-per-click is not only convenient but also more attractive.

● **RSS feed:** Job boards are embracing RSS feed. Hot jobs, Google deserves special mention. Google offers one to upload the jobs on Google Base even when one doesn't have their own site. RSS can be read using software "RSS reader". It is a family of web feed formats use to publish frequently updated works. Such as blog entries, news parameters

1. Integrated recruitment starting from vacancy creation right up till employee induction.
2. Equal Opportunities monitoring
3. Metrics and reporting for the process effectiveness on a dashboard
4. Applicant Tracking
5. Linking internal recruitment systems directly to the Job Board
6. Analyzing effectiveness by media partner, agency.
7. Internal job boards on the employee internet
8. Workflow based HR processes and self service in recruitment
9. Job schemes and competency schemes
10. Induction Schemes and Pre-joining schemes

*** Foresight of e-recruitment in India:**

The research clearly shows that online recruitment has established itself as a significant part of the recruitment strategy and practices of a wide range of IT companies operating in India. In an increasingly competitive recruitment market, it is critical that organizations maximize their use of the Internet in the recruitment process, or risk losing out on quality applicants as the Internet becomes the standard job search and application medium for job seekers. The e-recruitment works well for highly skilled people as they are well aware of the usage of internet platforms as we know that modern world is competitive & people are well versed with its use their we fore see a bright scope for e-recruitment.

The research identifies a growth in the use of online systems to track and manage candidate applications, especially for larger organizations, where there will be significant benefits in terms of efficiency, cost, and capability to monitor and report on recruitment activities. It also identifies significant potential for relevant and objective online screening and assessment tools to add value in terms of matching the competencies and skills of the job applicant with the requirements of the organization in an efficient and cost-effective manner.

The findings of the research suggest that organizations need to examine and challenge their existing processes and strategy in an effort to identify the barriers to attracting and recruiting the best talent in a timely, customer-friendly and resource-efficient manner. .

CONCLUSION: The emergence of e-recruitment should not replace traditional methods should be just a supplement for recruitment. The loopholes of e-recruitment can be covered by the traditional methods and recruitment process will be faster, global due to e-recruitment. 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 when for two vacancies a company receive 2000 application, the in depth screening process is not possible. While other methods like campus interview, internal search has a personal touch. But receiving application in hand, communicating with candidates becomes time consuming without internet. Cisco a global InfoTech player has gained competitive edge by their creative mix and match of different recruitment sources. They changed the newspaper advertisement by availing their

internet address and inviting for application without giving the job profile. Another innovation was clubbing employee's referral with internet. Cisco thought information about them when provided by the friends, will be more approachable. They launched friends program in 1996. Informal sources of information like referrals, word of mouth are also being used in various IT companies, such as IBM, Wipro, Cisco

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