

## **A Study on the Effectiveness of Job Portal and Networking Sites Recruitment**

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**Abstract:** Now a days recruitment is important for the organisation. Online recruitment is common in most of the companies as it helps to search for right person. The objective of the study is a study on the effectiveness of job portal and networking sites recruitment by private organizations. To identify which job portal is preferred by the employees, to analyse the recruitment strategy, to analyse the convenience of portal usage. The study recommended that telephonic screening should be avoided as anyone can be interviewed on a telephone, Remuneration should be changed in such a way that it benefits each and every employee, improve on career path and growth prospects of the employee's in order to sustain in the same organisation build in awareness of referring candidates by the employees . If the company follows these methods the company can improve hence suitable candidates can be available with fewer investments in building the company

**Keywords:** Recruitment, online recruitment, E Mail, Reference, career path, remuneration.

### **1. Introduction:**

According to **Edwin .B. Flippo** "Recruitment is the process of searching for prospective employees and stimulating them to apply for job in the organization". E-recruiting, embracing the term web-based recruiting can be described as any recruiting processes that a business organization conducts via web-based tools, such as a firm's public Internet site or its corporate intranet. We use the terms online recruitment, Internet recruitment, and e-recruitment interchangeably.

#### **1.1 Problem statement**

The resumes posted by candidates in the job portal might not be updated but mails are blasted through portals even to such candidates. In such cases the candidates does not meet the requirements of current opening. Incentives are released for employs who refer candidates for the requirement but if the select of candidates quits the company within 3 months, the incentive is revoke from the employee might not refer a candidate in the future requirements.

Need for the study is to know about the existing level of portal usage and networking recruitment satisfaction and dissatisfaction of the employees of various private sector undertaking. The need for the study also focuses on identifying the level of job portal usage and other factors. Further suggestions have been given at the end, which will help the company to increase the level of job portal usage and networking recruitment.

#### **1.3 Limitations of the study**

1. The study is confined only to the appoint authorities of HR department at Signware Technologies
2. The major finding of the study is only from few branches of Signware Technologies
3. The responses given by 102 respondents are considered as the responses of the whole organization.
4. There is a specialized team for network recruitment hence these respondents are alone aware of the contribution of network recruitment.

## 2. Literature Review

### David Yoon Kin Tong, (2009)

**Purpose** – The purpose of this paper is to examine the employed jobseekers' perceptions and behaviors of third-party e-recruitment technology adoption in Malaysia.

**Practical implications** – The study implies that the third party e-recruiters' policy makers and human resources practitioners need to improve the e-recruitment system and services to attract these “passive” talented groups of candidates for employment.

**Originality/value** – The paper provides an insight for human resources practitioners on the effective use of third-party e-recruitment service provider and the strategy to attract employed jobseekers for employment.

**Lori foster Thompson, Phillip W.Braddy, Karl L.Wuensch (2008)**, “This study examined the influences of website design on prospective job seekers. A total of 182 participants accessed and reviewed an online job ad. Afterwards, they rated: (a) the attractiveness of the ad's formatting, (b) the usability of the website, (c) overall evaluations of the organization's web appeal, (d) impressions of the organization, and (e) willingness to pursue employment with the hiring organization.

**Chungyalpa W and KarishmaT(2016)** In today's hyper competitive business environment employees are a source of competitive advantage. It is absolutely critical for businesses to hire the right people, with the right skills, right knowledge, right attributes, at the right time, for the right job. The recruitment and selection process has become one of the key processes determining the success of an organization. This paper examines the recruitment and selection process and the latest trends concerning recruitment and selection. The paper consists of three sections. The first section defines the recruitment and selection process in its entirety. It examines and defines the various phases and sub phases comprising recruitment and selection. The second section explores best practices associated with recruitment and selection process. The final section lists the latest trends concerning recruitment and selection

## 3. Research Design

The validity of any research depends on the systematic method of collecting and analysing data in a logical and sequential order. The descriptive research was most appropriate used in the study

### 3.1 sample

The samples were taken from the employees of selected private sector enterprises in Coimbatore. The census sampling method was used from the responses of 100 respondents.

### 3.2 Data collection

Primary data is the data collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well-structured questionnaire was framed and filled by the respondents.

## 4. Data analysis

### Chi-Square test

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi-square, symbolically written  $\chi^2$  is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when

categories as used. By comparing a calculated value with the table value of  $\chi^2$  for degrees of freedom at given level of significance. We may either accept or reject the null hypothesis. If the calculated value of  $\chi^2$  is less than the value, the null hypothesis is accepted, but if the calculated value is equal or greater than table value, the hypothesis is rejected.

The formula applied for Chi-square

$$\text{Chi-square test } [\chi^2] = \sum \frac{(O_i - E_i)^2}{E_i}$$

O = Observed Frequency

E = Expected frequency

**Table 4.2.1 Age and I have enough time to perform my work without any disturbance**

**H<sub>0</sub>:** There is no significant relationship between designation of the respondents and experience of the respondents.

**H<sub>1</sub>:** There is a significant relationship between designation of the respondents and experience of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	157.886 <sup>a</sup>	9	.000
Likelihood Ratio	149.954	9	.000
Linear-by-Linear Association	81.432	1	.000
N of Valid Cases	102		

**Interpretation:**

Since the calculated value is less than 0.5 we reject the alternate hypothesis and hence there is a no difference between designation of the respondents and experience of the respondents.

**One way ANOVA**

**H<sub>0</sub>** There is no difference between age of the respondents and strategy of recruitment

**H<sub>1</sub>**: There is a difference between age of the respondents and strategy of recruitment.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.519	2	1.259	1.060	.350
Within Groups	117.648	99	1.188		
Total	120.167	101			

**Interpretation:**

Since the significance value 0.350 is greater than 0.05, H1 is accepted so there is a significance between the age and strategy of recruitment.

**T-Test**

**H<sub>0</sub>:** There is no difference between effectiveness of the recruitment strategy and respondents of recruitment through Email.

**H<sub>1</sub>:** There is a difference between effectiveness of the recruitment strategy and respondents of recruitment through Email.

Paired test	Effective - Distribution of sample respondents about E-MAIL
Mean	-.676
Standard Deviation	1.118
Sig(2 tailed)	.000

**Interpretation:**

Since the value is less than 0.05, H<sub>0</sub> is accepted, there no is a difference between effectiveness of the recruitment strategy and respondents of recruitment through Email

**5. Findings**

- Majority of the employees are in between 20-30yrs of age, and 26.5% are in between 25-30 years of age
- Majority of the respondents are Post graduates and 30.4% of the respondents are under graduates.
- Majority of the employees have less than 5 years of service in the organization and 29.4% have been in the organization for more than 5 years. This shows that the company faces a considerable amount of attrition problem.
- Majority respondents preferred Naukri for sourcing candidates, and 20.6% respondents prefer Times job for sourcing the best candidate for the organization.
- Majority were fairly agreed for effectiveness of strategy. About minority were strongly agreed that recruitment strategy was effective in Signware Technologies More than Majority were fairly agreed for effectiveness of strategy.
- Majority of respondents preferred NORMAL shift, because of night shift.
- Minority of respondents are satisfied with the available shift, 51% feel neutral, and 7.8% are disagreed to it.
- Majority of the employees feel neutral that candidates are linked up for interview through E-Mail, and 13.7% feel agree for the E-mail interview
- Minority of the employees strongly agree that candidates are reached through employee referral
- About 16.7% are agreed that remuneration factor is deciding the recruitment, and 79.4% feel neutral to it
- About 65.7% feel networking sites 50% essential
- Majority of the employees feel neutral that networking sites are not convenient for selecting the candidates for the organization

- Nearly 57.8% agreed that team members are trained well, 21.6% are also strongly agreed for the training given to the employees
- About 32.4% are strongly agreed that organization policy is revised once in a year, 12.7 are neutral, 54.9% agree to it.
- Nearly 55.9% felt that test and evaluation method good, 31.4% feel average, and 12.7 feel very good to it.
- Majority of respondents disagreed that telephonic screening is not much effective method for selecting the candidate, and 13.7% are neutral to it.

### **5.1.2 Chi Square Test**

- Since the value is greater there is a relationship between designation of the respondents and experience of the respondents.

### **5.1.4 Paired T Test:**

- Therefore it is said from the above evaluation that both methods are effective for recruitment.
- Since the value is less than 0.05,  $H_0$  is accepted, there is no difference between effectiveness of the recruitment strategy and respondents of recruitment through Email

### **5.1.3 One Way Anova**

- Since the value is greater there is no significance difference between distribution of sample respondents about job portals and distribution of sample respondents about convenience for using job portal and networking
- Since the value 0.431 is greater than 0.05 we accept the  $H_1$  is accepted and there is a difference between age of the respondents and recruitment through reference

## **6. Suggestion**

- Telephonic Screening should be avoided as anyone can be interviewed on a telephone. Interviewer doesn't know that whether the right candidate is being interviewed.
- Shift Timings most of the women's do not prefer the night shifts due to lack of awareness about safety and security. They prefer only NORMAL shift though timing would suit them. So organisations should take necessary steps for shift timings.
- Remuneration should be changed in such a way that it benefits each and every employee.
- Organisation must take necessary steps to improve the evaluation of the candidate.
- Hence most of them accepted that organisation policy is revised once in a year. So that should be maintained by the organisation
- Though the employees feel inconvenience in using the sites and portal usage. Make more convenience to the employees to recruit the candidate through networking sites and job portal by giving them training.
- Hence the organisation pays the lots of amount for every portal like naukri, job monster and times job. So employees are also needed to use monster and times job for sourcing the best candidate for the organisation.
- Career path should establish for every employee and should be made clear to all the employees. Improve on career path and growth prospects of the employee's in order to sustain in the same organisation.
- Build in awareness of referring candidates by the employees; boost the incentives for such reference.
- Recruitment strategy should be improved by the management in order to make more

effective recruitment in Signware Technologies

- Advertisements in leading newspapers at the time of vacancies to be improved. When conducting fairs in outstations (other than Coimbatore) ads should be circulated in the specific zone to boost the participants.
- Make a study of the existing market value for the packages for which vacancies exists and roll out a salary slab based on these Post ads in the Job portal web sites. And ads on the opening pages of Job portals.

## **7. Conclusion**

All organization is trying to train their employees in order to make them efficient and accurate in their job. As technologies are changing time to time, portal usage and networking have its own value in the world. The organizations are encourages their employees to involve themselves in activities which will seek improvement in their professions, society and community. They will accept requirements from not only external customers but also from co-workers, suppliers and shareholders. Portal usage and networking is cost effective method of recruitment. Portal helps in evaluation of recruitment and source for the right candidates with the variety of choices. The study shows that majority of the employees are satisfied with the portal usage and networking. Nowadays there are many agencies for recruitment especially for campus placement. They are using many good methods and technology is playing a primitive role in getting good recruitment and the people to get good jobs with satisfaction. Online recruitment helps to connect people from different areas and the pool for getting talents have increased due to online recruitment and makes the job for recruiting easy work.

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