

Effect of E-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-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The main success factors of e-Recruitment 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-Recruitment, 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.

1. INTRODUCTION

E-recruitment, also known as online 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-recruitment 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-recruitment 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.

OBJECTIVES:

1. To compare the traditional recruitment process with e-Recruitment and also discuss the Advantages and disadvantages of e-Recruitment.
2. Evaluate the changes in recruiting strategies and practices caused by e-recruitment tools.
3. Analyze opportunities and challenges for both the organizations and job-seekers using e-Recruitment.

The main elements of e-recruitment 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 CV parsing etc.



2. LITERATURE REVIEW

This section on 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-recruitment 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 of HR 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.

3. WHY E-RECRUITMENT

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.

4. ADVANTAGES

1. It's 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 publicising 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 communications:

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 aeroplane 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-mails. 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 a 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-recruitment, it should supplement. 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. Job Portals are the most popular and widely used tool by companies and

recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job Portals 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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