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**IMPACT OF E-RECRUITMENT: AN ANALYTICAL STUDY ON JOB SEEKERS  
OF INDIA**

**Dr.Amit Kumar Gupta**

**Department of Management, Shri Ram Institute of Technology, Jabalpur(M.P)-India**

**Abstract:** The major success components of e-Recruitment include the value-added services provided by job sites, cost effectiveness, speed, offering customised solutions, supporting in the formation of partnerships with HR managers, and promoting brand expansion.. Though e-Recruitment offers numerous advantages for both businesses and job seekers, it does have certain limits and flaws. As a result, this research is being conducted to determine which form of recruiting is more useful to job seekers in every way. During the investigation, it was discovered that the method of recruiting had no effect on company image and profile. However, there is a substantial difference between old and modern recruiting methods in terms of aspects such as reduced recruitment costs, administrative stress, and the use of improved tools for the recruitment team.

**Keywords:** E-recruitment, job seekers, recruiters, etc.

### **1.1 Introduction:**

Employees are regarded as the most important asset in every firm. The achievement or failure of any company is mostly dependent on its people resources. Organizations can only thrive with the innovative and constructive contributions of the individuals who work there to achieve the goals. As a result, we must recruit people with the necessary skills, aptitude, and experience. Regardless of whether we continue to do so, we must consider the organization's current and future needs. Recruitment may be described broadly as the process through which a company attracts, screens, and eventually selects an applicant for a given position. It is one of the HRM practices. However, in a traditional period, it can be argued that it is a struggle for the recruiter to attract suitable potential employees. Employers can choose the proper individual for the position if they have a larger and more diverse pool of candidates to choose from. To do this, a firm must disseminate information about employment openings within a large geographic area.

#### **.1.1 Role of Recruitment in HRM**

HR was originally thought to be a "mechanical" department that aided the company in hiring and firing (and occasionally training) staff. The Human Resources department was established to bring order and efficiency to the organization. Over the last several decades,

the role of a highly trained, well-motivated, and adaptable staff has shifted dramatically. HR departments are increasingly expected to create value to the organization by understanding actual requirements and changing the environment and competition, rather than simply spending money. Human resource specialists should be active and kept informed about personnel issues. Because human resource professionals play a critical role in assisting their organization in remaining competitive in the market, they must also be knowledgeable and experienced businesspeople. HRM must adapt to developments in the workplace. It must do so by responding to environmental changes, anticipating such changes, and making proactive judgments concerning the nature of human resource management. The future is unpredictable, and anticipating what it will bring is difficult. To deal with these uncertainties, it is critical to be adaptable and to learn as much as possible. Human resource managers must reconcile challenges related to their core human occupations with bigger economic and commercial concerns, all while being technologically savvy. Successful human resource managers and departments have a significant strategic impact on their organizations. In today's world, technology is one manifestation and basis of change. Because internet recruiting has altered, HR departments must adapt.

### **1.2 E-Recruitment**

"E-Recruitment" is the most recent recruiting term and trend. It is also known as "online recruiting" and refers to the use of technology or web-based solutions to help in the recruitment process. A employment portal such as naukri.com, the company's website, or its own intranet might be used as the tool. Many large and small businesses utilize the internet to find new employees. They post job openings on the internet. Job searchers use the Internet to send their curriculum vitae (CV) or application materials via e-mail. Job searchers may also post their CVs on the internet for prospective workers to review based on their needs. In e-recruitment, the intern is used to connect job profiles with qualified individuals.. This has proven to be an advantageous activity at this stage in order to gather the effective replies required from potential applicants. Such an advertising effort might result in over a hundred queries from potential candidates. Timesjobs.com, naukri.com, monsterindia.com, alljobs.com, jobsahead.com, indeed-one search, careerbuilder.com, freejobalerts.com, shine.com, jobsahead.com, facultyplus.com, and more job search websites/portals are available.

## **2. Literature Review**

**Bzdega, Sarah (2008)** found recruiting via social networking sites to be amazing, which primarily focuses on the rapid development in the usage of online recruitment. It was about the SNS, which has now become a professional resource and a means of contact between the organization and potential applicants. Furthermore, Sarah Feddersen, a recruiting expert with Paragon IT Professionals, predicted networking as a proactive and inventive technique. Finally, it is said that the site allows the employer to learn more about the applicant's personal side

**Sylva, H. (2009)** have stated that internet recruitment offers many advantages, such as the ability for any recruiting team to identify appropriate prospects and instantly obtain their contact information. Companies and other organizations will have a better chance of finding the right people if the number of job-search portals and websites grows. In this way, the Internet helps all companies identify qualified people to fill open positions. On the contrary, recruitment over the internet is a rapid and uncomplicated process. The first stage is for the employers to post the job opening data on a public website so that potential candidates may upload their CVs.. Thus, the two key benefits of using online portals are that they save money and time. "The Internet is the best instrument with no constraints and the best means to interact with a global audience," Ganalaki (2002) noted, and it was also included in Othman and Musa (2007)

### **Research Objectives:**

1. To analyze the level of acceptance of internet as source of recruitment.
2. To analyze the perception which jobseeker' s carry about the Traditional and E-recruitment media for searching jobs.

### **3.2 Hypothesis:**

H0: There is no significant difference in traditional and modern medium of recruitment in terms of financial and non-financial factors.

### **3.3 Research Design:**

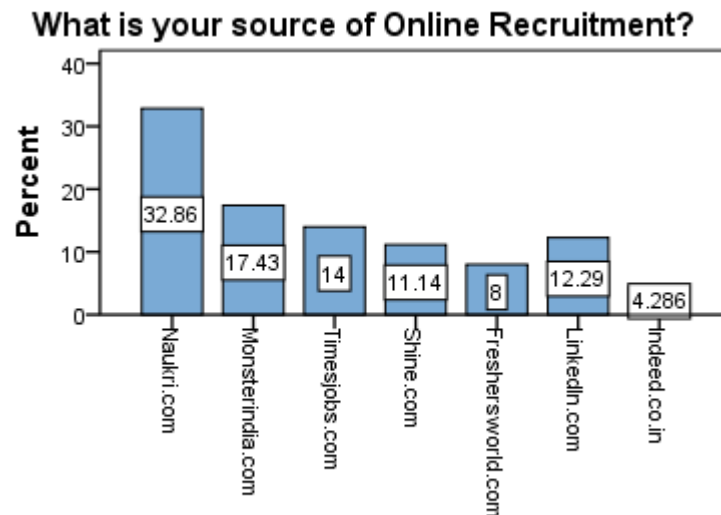
The descriptive research approach was employed in this study to explain the benefits of e-recruitment and the degree of satisfaction of job searchers with e-recruitment..

### 3.4 Data Collection:

The core data for this study was gathered from job searchers and recruiters using a standardized Questionnaire. Using a straightforward sample approach, data was obtained from 350 job seekers and 50 recruiters.

### 4. Data Analysis:

The data collected through questionnaire has been analysed using graphical representations, the results of the analysis are as follows:

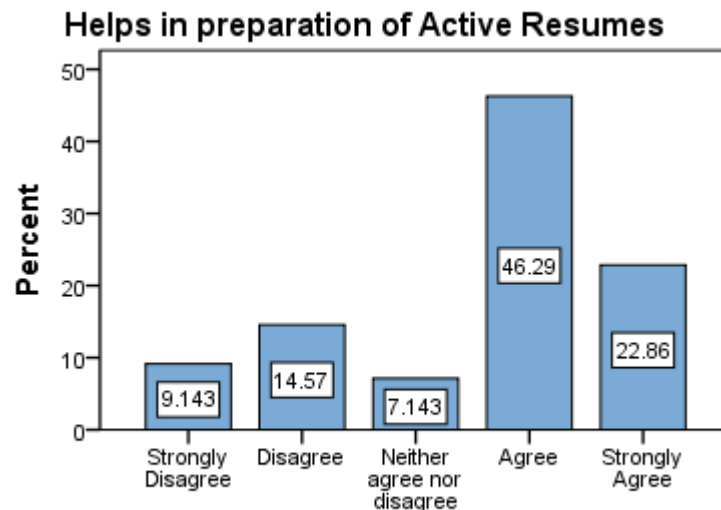


**Fig. 1 What is your source of online recruitment?**

#### Interpretation:

The majority of respondents, 32.86 percent, chose job portal Naukri.com as their source of online recruiting, followed by 17.43 percent who prefer Monsterindia.com, 14 percent who prefer Timesjobs.com, 12.29 percent who prefer LinkedIn.com, and 11.14 percent who prefer Shine.com. Freshersworld.com is preferred by 8%, while Indeed.co.in is preferred by the rest 4.286 percent.

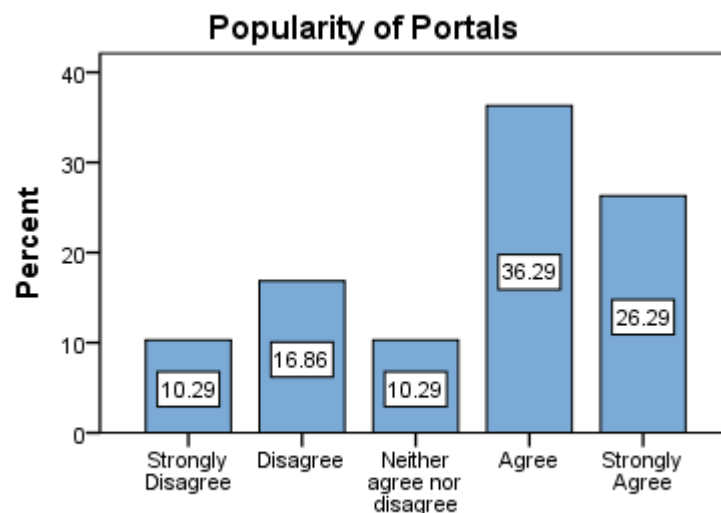
An attempt is made to investigate the reasons behind the choosing of a certain employment portal, and the following replies have been received:



**Fig. 2 Helps in preparation of active resumes**

**Interpretation:**

According to the above table and graph, out of a total of 350 respondents, the majority, 46.29 percent, believe that online job portals assist them in producing active resumes, which is backed by 22.86 percent who strongly agree. However, 7.143 percent of respondents do not agree or disagree. Whereas 14.57 percent of respondents disagree that internet job portals help with active resume development, the remaining 9.143 percent strongly disagree..

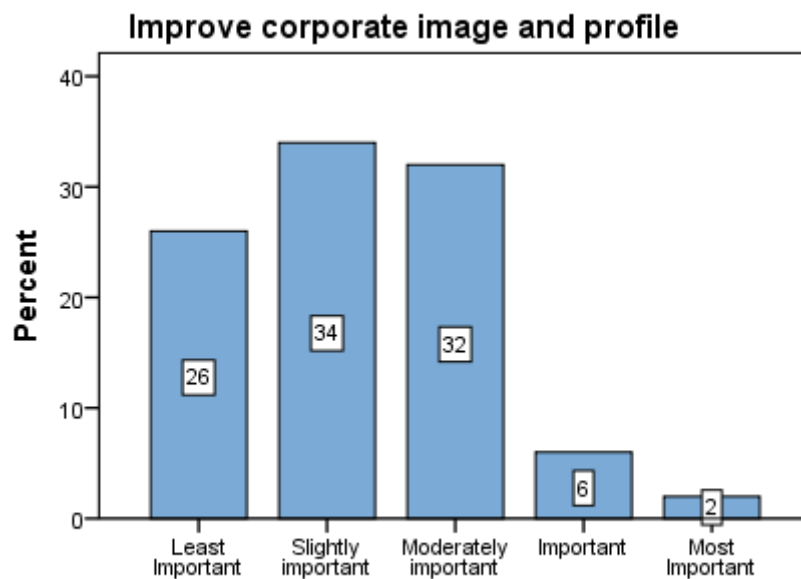


**Fig. 3 Popularity of portals**

**Interpretation:**

According to the following table and graph, out of a total of 350 respondents, the majority, 36.29 percent, believe that they chose online job portals due to their popularity, which is

reinforced by 26.29 percent who strongly agree. However, 10.29 percent of respondents did not agree or disagree. Whereas 16.86 percent of respondents dispute that they used online job portals because of their popularity, the remaining 10.29 percent strongly disagree



#### **Interpretation:**

According to the above table and graph, the majority of respondents, 34 percent, believe that the element e-recruitment aids in the enhancement of corporate image and profile is slightly significant, 32 percent believe it is fairly important, and 26 percent believe it is least essential. However, 6 percent of respondents believe it is significant, and the remaining 2 percent believe it is the most important. As a result, the majority of respondents feel that e-recruitment techniques do not help to strengthen business image and profile.

#### **4.1 Hypothesis Testing:**

**Hypothesis: There is no significant difference in traditional and modern medium of recruitment in terms of financial and non-financial factors**

To determine whether there is a significant difference between traditional and e-recruitment in terms of financial and non-financial factors, an independent sample t-test is used, with method of recruitment as a grouping variable and factors representing recruitment advantages as dependent variables, yielding the following results.:

**Table 1 Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Improve corporate image and profile	Equal variances assumed	5.162	.028	-.501	48	.619
Reduce recruitment costs	Equal variances assumed	1.754	.192	-4.503	48	.000
Reduce administrative burden	Equal variances assumed	.019	.890	-3.881	48	.000
Employ better tools for the recruitment team	Equal variances assumed	.230	.634	-2.877	48	.006

The sig. (2-tailed) value, i.e. p-value, obtained in case of factor, i.e. improvement in corporate image and profile, is greater than the alpha value of 0.05, indicating that there is no significant difference between conventional and e-recruitment approaches. This demonstrates that the manner of recruiting has no impact on the business image or profile. However, there is a significant difference between traditional and e-recruitment methods when factors such as reduced recruitment costs, administrative burden, and use of better tools by the recruitment team are considered, because the p-value, or sig (2-tailed) value obtained, is less than the alpha value of 0.05.. This means that the hypothesis "There is no significant difference in traditional and modern mediums of recruitment in terms of financial and non-financial factors" was rejected, and an alternative hypothesis, that E-Portals provide better benefits than traditional mediums of recruitment, was partially accepted.

## 5. Conclusion:

During the research, it was also discovered that the majority of respondents, 51.71 percent, agree that job vacancy notifications are conveyed instantly as and when they emerge, which is not feasible in the case of traditional methods of recruiting. In addition, internet recruiting allows for quick responses from job seekers, which is not available with traditional methods of recruitment. The majority of respondents, 54 percent, agree that the Job portal is easily accessible 24 hours a day, seven days a week. The majority of respondents, 58.85 percent, agree that the online Job portal communicates up-to-date job information as compared to traditional methods of recruitment, which keeps job keepers up-to-date with the latest updates in the area of

their interest. The majority of respondents, 57.43 percent, also agree that job portals create a communication channel between job searchers and recruiters.

It is the recruitment agency's role to give better career prospects to job seekers, hence an attempt is made to compare the opportunities supplied by e-recruitment with traditional methods of recruiting. It was discovered that the majority of the 350 respondents, i.e. 56.29 percent, believe that the usage of Job Portal/Social Media recruiting makes me more aware of future job chances when compared to conventional methods of recruitment..

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