A STUDY ON E-RECRUITMENT PROCESS INSELECTED IT AND ITES COMPANIES WITH SPECIAL REFERENCE TO CHENNAI

[1]M.M.Shanmugapriya, **[2]Dr.D.Venkatramaju**

Research Scholar, Department Of Management Studies, Bharath Institute of Higher Education and Research

Research Supervisor, Department Of Management Studies, Bharath Institute of Higher Education and Research

priyashammu@gmail.com

Abstract:

E recruitment is otherwise called electronic enlistment or online recruitment. Presently the conventional enlistment technique has been changed by the influx of web. It is the most recent pattern in recruitment process also, it has been taken on by huge and little - estimated associations. The Importance of web can be viewed as looking for best reasonable occupation is only a tick away. Long range interpersonal communication, organization sites and soon. Erecruitment is landing position searchers and in vogue spotters in light of its benefits to the efficient and cost and quality and so on. E recruitments allude to posting opening on the corporate sites or a web-based email electronic configuration. The vast majority of the associations previously utilizing enlistment to post occupations and acknowledge resumes on the messages. The E recruitment Strategies and framework have assisted with distinguishing the general idea of e recruitment. Recruitment has turn into a significant cycle in the profoundly serious work market. The primary achievement variables of erecruitmentare the quick interaction, adequacy, and cost. The review investigates off the components of erecruitment, ongoing patterns of e recruitment and advantages of recruitment.

Keywords: E recruitment, online recruitment, organization, recruitment.

Introduction:

E-recruitment is also referred to as electronic or online recruitment. Nowadays, the world revolves around technology. E-recruitment is the process of finding candidates to fill open positions in organizations through the use of the internet It is the application of internet technology to improve Competence in the hiring process Electronic, online, and cyber recruitment are all forms of recruitment. It is very important in the process of recruitment because it provides a sufficient number of applicants who meet the criteria established by the companies. Erecruitment should be possible through organization sites, virtual entertainment and online employment opportunities for instance indeed.com, freshersworld.com, monsterindia.com and click jobs and so on. Erecruitment has ended up being very advantageous for the both organization and occupation candidates. A few times it will be neglect to the assortment of the gigcandidates as a result of organization issues. The reason for e enlistment is to make the interaction in question more effective as well as costly. It can arrive at an enormous pool of plausible representatives and it makes conceivable to the choice interaction.

Review of Literature:

E recruitment is the use of technology and electronic resources to attract, select, and manage candidates in a company. It entails training conducted by the organization using technology in order to identify potential employees. Because internet communication is essential to the process, it is also known as online recruitment. However, it has some drawbacks, such as being too impersonal, having a high volume of responses, and dealing with technology issues. Much of the online recruitment revolves around major job boards, which organize open positions by location, industry, and seniority.

Breaugh & Starke (2000): Recruitment in corporates those practices and exercises did by the Organization with the basic role of distinguishing and drawing in expected representatives ..

Barber (1998): It is a significant piece of human resourced the board as it carries out the fundamental role of drawing significant asset for example human resources into the association.

Anute, Kabadi, Ingale (2019) Linkden and Twitter are the most popular digital marketing tools for job seekers when searching for new jobs. So recruiters need to focus more on these two social networking sites. As Facebook is the most powerful social network, recruiters can give more emphasis on it to attract job seekers attention on this social networking site.

Bussler& Davis, (2001): online recruitment also known as e recruitment is one of the worldwide trendsfor HR functions.

Joe Dysart, (2006): It has developed into a modern intelligent engine with the capacity to computerize ever feature of the employing system practically.

Objectives:

The effectiveness of the present and emerging concepts of E-recruitment in IT Companies is taken up for study.

• To identify the underlying factors and prerequisites for the success of an e-recruitment

• To identify the challenges associated with the implementation and maintenance of e-recruitment systems.

RESEARCH METHODOLOGY

A research design is the arrangement of conditions for data collection and analysis in such a way that it combines relevance to the research purpose with procedure economy.

DETAILED RESEARCH

Descriptive research studies are those that are concerned with describing the characteristics of a specific individual or group. It also includes surveys and fact finding enquires of various types.

DATA COLLECTION

Primary Data

Primary data are those that are collected for a specific purpose or research project.A structured questionnaire was used to collect the data. For the E-recruitment process, data was collected from 107 respondents (both recruiter and recruitee).

Secondary Data

Secondary data means data that have already been collected and analyzed. The sources used to

collect these types of data are: Books, Journals and Websites.

TOOLS FOR DATA COLLECTION

The various methods of data gathering involve the use of appropriate recording form, like

☐ Mailed questionnaire

☐ Rating scale

Recent e-recruitment trends include the use of mobile applications for job purposes or searching. Indeed, Monster and Naukri are two major job portals in India that have launched mobile applications for job seekers.

Company websites are also important in the search for A potential candidates. There are other social websites available for connecting with job applicants and attracting them to organizations. Blogs are also becoming increasingly popular. Resume scanners, which are provided by

8870

Eur. Chem. Bull. 2023, 12(Special Issue 4), 8869-8873

major portals in India, also assist companies in screening and shortlisting resumes based on candidates' qualifications and experience, special skills, and salary details. These recent trends are very useful in e-recruitment, and they are mostly dependent on technology.

Data analysis and interpretation:
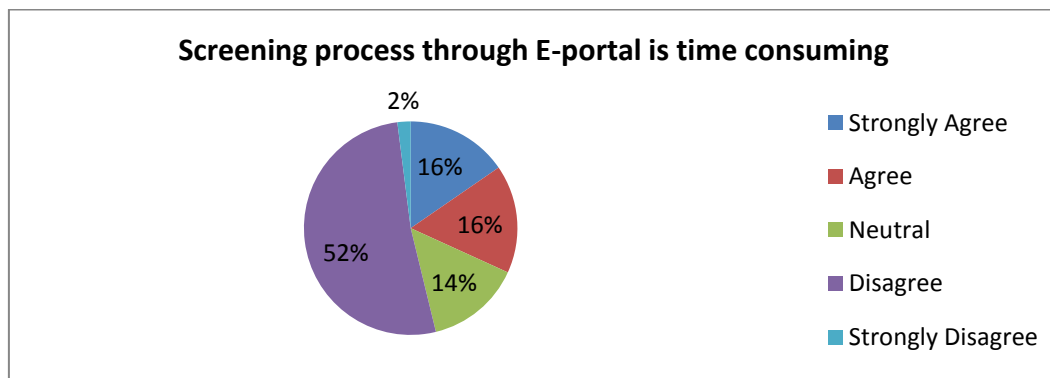**Candidates applied through E-Portal are high**?

S.NO	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	44.2 %	46.8 %	3 %	4%	2%
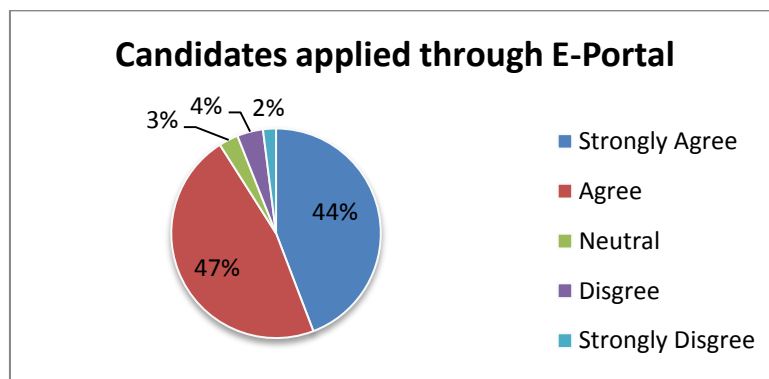
- It is strongly agreed by the recruiters candidates applying through E-Portal is high.

**Screening process through E-portal is time consuming?**

S.NO	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	15.4	15.4	15.4	51.8	2

- It is strongly agreed screening process through E.Portal is time consumed by the recruiters.

Interview through electronic Medias are satisfied?

S.NO	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	38.5%	15.4%	29.8%	15.4%	1%

8871

Eur. Chem. Bull. 2023, 12(Special Issue 4), 8869-8873

Interview through electronic medias are satisfied
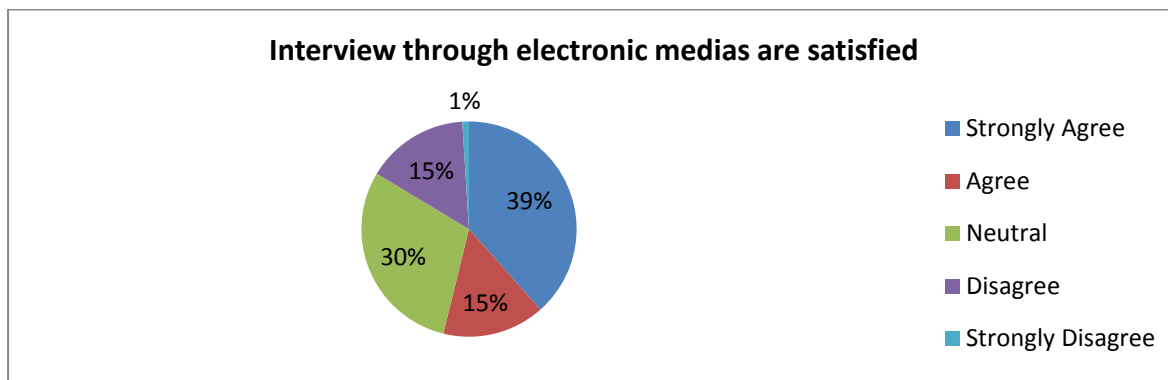
- **It is strongly agreedInterview through electronic Medias are satisfied Recruitment through online is cost effective?**

S.NO	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	46.2%	38.5%	15.4%	-	-

Sales
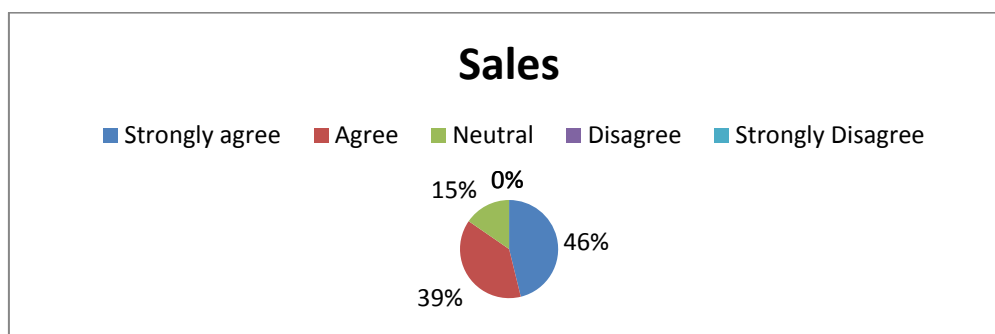
- **It is strongly agreedRecruitment through online is cost effective**

CHALLENGES OF E RECRUITMENT:
Traditional recruitment method has been replaced by the online recruitment or e recruitment with theentry of internet. Most of the small and large scale organizations are adapting to the e recruitmentprocess. But in this process the e recruitment face many challenges in the organization manner. The mainchallenges are explained given below
Managerial challenges:
The following are the managerial challenges.
• Without user acceptance, any technology would be rendered ineffective. It is critical that hiring and recruiting managers understand and are at ease with the use of online recruiting methods. As a result, organizations must implement a comprehensive training programme for HR

managersto assist them in using the e-recruitment tool without difficulty.
Organizational challenges
- Most qualified candidates are much of the time latent work searchers, who are as of now utilized however might be keen on new position valuable open doors. A methodology to perceive inactive work searchers and persuade them to apply should be created
- Business process update is required across the entire course of human asset the executives to understand the web-based enlistment benefits (taylor, 2005)
Technical challenges
- Absence of privacy and security of data puts the posting of employment forms by work searchers down. While security is one of the greatest difficulties with work candidates top most organizations

8872

don't indicate it expressly on the profession sites

- Joining the cycle online enlistment with interaction of ordinary enrollment is basic because of restricted accessibility of programming assets. Paper based continues should be changed over into a digitized structure and put away in the data set.

CONCLUSION

E recruitment is electronic e recruitment, and it is extremely beneficial to many organizations. The scope of this study was limited to e recruitment elements, recent e recruitment trends, and e recruitment benefits. It has been stated that recruitment is more than just hiring the best; it is also about enrolling the right candidate in the organization. E-recruitment has many advantages for both job seekers and recruiters, such as cost savings and time savings, but it is not suitable for every job and profile. It is a recent trend in the hiring process. Many organizations, both large and small, have adopted the e-recruitment process. It is entirely dependent on the technology, network, or system.

References:

1. suite.io/preetam-kaushik/49nv28n
2. Helen verhoeven, "advantages and disadvantages of internet recruitment: A UK study into employersperceptions", international review of business research papers vol.4, no.1 January 2008, pp, 364-373.
3. Mary Grace G. Ventura, "effectiveness of online job recruitment system: evidence from the universityof the East ". IJCSI International journal of computer science issues, vol.10,issue 4, no 1, July 2013,pp.152-159
4. Lee, I .(2005). The evolution of E Recruting : A content analysis of Fortune 100 career web sites,journal of electronic commerce in organizations,3[3],57-68
5. Lee, I. (2007).an architecture for a next-generation holistic E-Recruiting System,communications of theACM,50(7),81-85
6. Anute N, Kabadi S, Ingale D (2019) A Study on Perception of Job Seekers about Digital Marketing Tools Used for Recruitment Process, International Journal of 360 Management Review, Vol. 07, Issue 01, ISSN: 2320-7132, Page no- 499-507.
7. Lin, B.,&stasinskaya, V.S. (2002). Data warehousing management issues in online Recruiting, humansystems management, 21 (1), 1
8. Holzer, H.J.(1988).search method use by unemployed youth. Journal of labor economics, 6, 1.
9. APEC (2006). Le marche de l"emploi cadre a l" heure d" internet.
10. Barney , J.B. (1991). Firm resourses and sustained competitive advantage. Journal of management,17,99-120.
11. Beer,M., spector, B.,Lawrence, P., mills, Q., Walton, R. (1984). Managing human assets. New York:the free press

8873

Eur. Chem. Bull. 2023, 12(Special Issue 4), 8869-8873