E-Recruitment Systems as Human Resource Strategies for Talent Acquisition

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Abstract

The rapid expansion of fields like information technology, telecommunications, e-commerce, software development, hardware system design and implementation, the World Wide Web, and intranets and the Internet may be directly attributed to the proliferation of consulting firms in India. TCS, Wipro, and Infosys are just a handful of India's many successful IT companies that compete on a worldwide scale. The Associated Chambers of Commerce and business of India projects that the Indian consulting business would be worth Rs. 27,000 crores by the year 2020, thanks to the sector's current CAGR of 30 percent. Delhi (25.7%) is the most populous city with a consultant business, followed by Mumbai (25.5%), Chennai (12.1%), and Kolkata (9.2%). Additionally, the service sector accounts for more than half of the GDP. In addition, there are over 2000 research institutes and labs supporting a wide range of reasonably priced domestic consultant businesses. Strong capabilities in areas like information technology, management, civil engineering, telecommunications, Petrochemicals, power, and metallurgy, as well as improved investment activities and a low-cost structure, as well as a relaxation of FDI restrictions, have contributed significantly to India's rapid economic growth. Consulting firms often provide their services to customers in the form of reports and presentations. Expert consultants provide the know-how to help you achieve your objectives, solve your difficulties, and take charge of your projects. With a focus on consulting businesses in Central Chennai, this article aims to evaluate the efficiency of the online recruiting process for hiring top talent.

Keywords: E-Recruitment, Recruitment Channel, Job Search Process Cycle, Applicant Quality, E-RecruitmentMode, Social Networking Sites.

Introduction

E-Recruitment, also referred to as "Online Recruitment," is the practice of finding and selecting qualified applicants for open jobs via the use of online and other electronic means. E-recruitment, or electronic recruiting, is the practice of sourcing, interviewing, and hiring new employees entirely online. Due to the importance of online communication, e-recruitment goes under several names, including online recruiting. The term "online recruitment" refers to the practice of finding qualified candidates for open positions using the World Wide Web. Postings of available positions on job boards and company websites constitute the bulk of online recruiting efforts. Potential applicants might be attracted to this, but that's just half the battle. E-Recruitment, since it represents the cutting edge of the industry, is the. Technology and web-based tools are used to facilitate recruiting; this practice is also known as "online recruitment." E-recruitment, often known as online recruiting, is the process of sourcing, attracting, screening, interviewing, and ultimately employing new employees via the use of electronic means and, more specifically, the World Wide Web. The term "online recruitment" refers to the practice of finding qualified candidates for open positions using the World Wide Web. Postings of available positions on job boards and company websites constitute the bulk of online recruiting efforts. Potential applicants might be attracted to this, but that's just half the battle. E-recruitment, or hiring, is an integral part of HRM. It's the initial stage in being hired on. Recruitment is the process through which a company finds, evaluates, and hires potential employees for open positions (whether permanent or

temporary). E-Recruitment refers to the process of finding and selecting candidates for unpaid employment such as internships and volunteer work. The Internet has had a profound impact on the conventional manner of hiring in recent years.

Literature Review

Dave Bartram (2017) provides a historical overview of the Internet's growth as a medium for hiring and screening. He analyzes the Internet's function inside the conventional phases of hiring. He calls this first phase of the hiring process the "attraction stage," and he explains that the Internet plays a key role in it by serving as a virtual platform for job advertisements. Once enough potential candidates have been identified, the second phase of the recruiting process is conducting formal, resource-intensive select-in assessments (such as interviews, psychometric tests, assessment center exercises, etc.) on a more manageable subset of those candidates. This study argues that, in the second stage, many organizations utilize the Internet to weed out candidates who don't fit certain criteria. Filtering on the Internet is often performed based on factors such as level of education, age range, and employment history. Some web-based software assesses each candidate's skills and experience in relation to the needs of the open position, and then generates a shortlist.

The survey conducted by Taleo, (2016) for the use of companies' website for recruitment show that in 2008 was 29% which rise to 94% in 2010. Besides using corporate web sites there is also on-line job boards. Job seekers post their resume in online job board to match their qualification with available post. The famous job boards encompasses of monster.com, hire.com, headhunter.net, Hot Jobs and career builder (Carl et al, 2011 and Noe et al, 2010).

Hays (2015) write that use of the Internet expedites and reduces the cost of the recruiting process. Hays maintain that Internet recruiting significantly reduces paperwork, but that the efficiency impact of the innovation is far from certain. Advocating for a wider use of the Internet, the paper suggests that a well-functioning HR department should use a mix of online and traditional hiring strategies with a significant human touch.

Dysart (2015) discusses the use of Internet search engines, online application forms, email auto responders, and mailing lists by HR departments. This study argues that these innovations allow HR departments to link corporate datasets to external websites, enabling applicants to interact with the company more efficiently. In line with abovementioned articles, Dysart cautions that integration of the Internet should be well planned.

Need For the Study

The study helps to understand e-recruitment strategy for acquiring talented employees in holistic manner with empirical support. Understanding the nature of employee retention with reference to the end of this researchers experience is possible at the research study. The recruitment process would be useful to understand the different modes of E-recruitment processes and selecting the potential of employees for achieving the organization's goals and objectives .The skills expected in I T, banking and automobile industries would be helpful to identify the core competencies by job seekers. The perception on E-recruitment sources issues in recruitment processes in IT, banking and automobile industries would be useful to have complete understanding of the existing benefits from E-recruitment and also for formulation of human resource policies and E-recruitment strategies to overcome the bottlenecks in the recruitment and selection process.

Statement of the Problem

1. Meaningful contributions to society may be made when researchers have a firm grasp of the problem at hand.E-recruitment is to be given more weight in the evaluation of recruiting strategies. Knowing the function and effect of E-recruitment on human resource supply chain management is important since conventional recruiting procedures have been in place for decades.The impact of e-recruitment on human resource supply chain management is vastly different from that of traditional recruiting, when locating the suitable individual was restricted to a small geographical region. Employment opportunities now available.Traditional techniques have always been a component of human resource management, despite the fact that alternative, more effective approaches have been investigated and discovered from time to time.This research examines the problem from the vantage point of developing economies by zeroing in on the Indian hotel and healthcare service sectors.The primary aim of this study is to conduct an empirical analysis of the effects of online recruiting. E-recruitment was a game-changer for how businesses find and hire new employees. But just because it has altered selection procedures is not reason enough to celebrate.Possible

concerns include the following:

2. Is e-recruitment playing an important role among other methods in service industry?
3. What are the e-recruitment practices implemented by service organizations to attain qualifies employee?
4. How effective are the recruitment practices in selecting qualified talents in service organizations?

Objective of the Study

1. A study on effectiveness on Electronic Recruitment system with special reference to Consultancy firms in Central Chennai city.
2. To measure the effectiveness on E- recruitment practices in selecting qualified talents through consultancy firms in Central Chennai city.
3. To analyze the impact of E-recruitment on employees job search process behavior.
4. To study the conversion ratio of E- recruitment system utilized by the employees through Consultancy firms in Central Chennai city.

Scope of the Study

The present research is confined to the study of online recruitment system for acquiring talents Employees in consultancy firms in Central Chennai city. The study help's to make decision in selecting the right candidates for the right job. The study helps the organization to study the area of problem and suggest ways to improve the e-recruitment methods and process in consultancy industry.

Research Methodology
Research Design

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. Descriptive research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present in consultancy firms for E- recruitment system.

Sampling Methodology
Population

The study of various characteristics relating to items \ individual belong to a particular group is called as population. The population of the study consists of the different Employees recruited for various companies through online recruitment process by Consultancy firms in Central Chennai city. The sample size of the actual study consisted of 111 talented employees' recruited Consultancy firms in Central Chennai city.

Sampling Method/ Technique

The sampling technique used was probability sampling method is adopted in this study. It refers to the technique where the probability of each cases being selected from the total population is known. The sampling technique used was Simple Random Sampling is a sampling technique wherein every item of the population has an equaland likely chance of being selected in the sample.

Data Collection Method

The present study has employed both the primary and secondary data. Data was collected only through primary source. Primary data was collected through questionnaires. For this purpose support from consultancy firms were received.. To analyze the trends of E-recruitment services, secondary data has been collected from the websites, journal and reports.

Data Analysis
Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.905	17

Inference

The Cronbach's alpha coefficient for 17 items is 0.905 suggesting that the items have high level of internal consistency.

Chi Square Test

Null hypothesis (Ho): There is no association between the Rating of E-Recruitment system and cadre of the employees.

Alternate hypothesis (H₁): There is association between the Rating of E-Recruitment system and cadre of the employees.

Nature of candidate * Rate the E-Recruitment system at Quess Corporation Limited Cross tabulation				
Count				
		Rate the E-Recruitment system at Quess Corporation Limited		Total
		Excellent	very good	
Nature of cadre	managerial	79	0	79
	Non Managerial	10	22	32
Total		89	22	111

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.738ᵃ	1	.000
Continuity Correctionᵇ	63.481	1	.000
Likelihood Ratio	70.783	1	.000
Fisher's Exact Test			
Linear-by-Linear Association	67.128	1	.000
N of Valid Cases	111		

Inference

The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between the Rating of E-Recruitment system and cadre of the employees.

Chi Square Test

Null hypothesis (Ho): There is no association between the satisfaction level towards job search process time through internet and department of the employees.

Alternate hypothesis (H₁): There is association between the satisfaction level towards job search process time through internet and department of the employees.

Department * Job search process cycle time through internet is Cross tabulation				
Count				
		Job search process cycle time through internet is		Total
		Highly satisfied	satisfied	
Department	H.R department	69	0	69
	Marketing department	20	12	32
	Finance department	0	10	10
Total		89	22	111

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.805[a]	2	.000
Likelihood Ratio	68.193	2	.000
Linear-by-Linear Association	61.603	1	.000
N of Valid Cases	111		
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.98.			

Inference

The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between the satisfaction level towards job search process time through internet and department of the employees.

Kruskal-Wallis Test

Null hypothesis (Ho): There is no significant difference between E-recruitment reduces the Recruitment and selection cost and gender of the employees.

Alternate hypothesis (H$_1$): There is significant difference between E-recruitment reduces the Recruitment and selection cost and gender of the employees.

Ranks			
	GENDER	N	Mean Rank
Do you agree that E-recruitment reduces the Recruitment and Selection Cost	MALE	77	45.00
	FEMALE	33	80.00
	Total	110	

Test Statistics[a,b]	
	Do you agree that E-recruitment reduces the Recruitment and Selection Cost
Chi-Square	60.011
df	1
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: GENDER	

Inference

Since p-value = 0.000 ≤ 0.05 = α, we reject the null hypothesis. At the α = 0.05 level of significance, there exists enough evidence to conclude that there is significant difference between E-recruitment reduces the Recruitment and selection cost and gender of the employees.

Multiple Regression Analysis
Influence of independent variables on the conversion ratio of E-recruitment services. The influence of independent variables like Age, Gender, Education qualification, Experience, Department on E-recruitment services is shortly estimated through multiple regression analysis and the results are presented below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963ᵃ	.928	.924	.11040
a. Predictors: (Constant), Experience, Educational Qualification, GENDER, Age, Income Level, Department				

From the above table, it is found that R Square Value is 0.928 and adjusted R Square is 0.924 with the standard error of estimate as 0.110. It implies that all the independent variables explain 9.28% and regression fit is verified in the following ANOVA table:

ANOVAᵃ						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.372	6	2.729	223.870	.000ᵇ
	Residual	1.268	104	.012		
	Total	17.640	110			
a. Dependent Variable: The Conversion ratio of E-recruitment most effective						
b. Predictors: (Constant), Experience, Educational Qualification, GENDER, Age, IncomeLevel, Department						

From the above table, it is found that f = 223.870, p = 0.000 are statistically significant at 5% level. This implies that the regression fit is significant and concludes that the cumulative influence of independent variables on reliability is statistically significant. Hence the independent influence of these variables on reliability is analyzed in the following table:

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.479	.068		7.005	.000
	GENDER	.307	.035	.372	8.775	.000
	Age	-.041	.022	-.055	-1.850	.067
	Educational Qualification	.002	.030	.002	.074	.941
	IncomeLevel	.048	.027	.054	1.753	.083
	Department	.492	.027	.808	17.963	.000
	Experience	-.250	.013	-.611	-18.645	.000
a. Dependent Variable: The Conversion ratio of E-recruitment most effective						

Inference
From the above table, it is found that the age of the employees are (t = - 1.850, p = 0.067), and their experience (t = -18.645, p=0.000) statistically significant at 5% level. Therefore it can be concluded that the conversion ratio of E-recruitment services depends on the age and experience of the employees.

Findings of the Study

First, there is substantial internal consistency across the items; the Cronbach's alpha for the whole set of 17 is 0.905. Using Chi-Square analysis, we find that the chi-square significant value for a single person is 0.000, which is much lower than the 0.05 threshold. Consequently, the null hypothesis must be rejected.There is a correlation between an organization's cadre size and its E-recruitment System Rating.

The Pearson chi-square significant value is 0.000, which is less than 0.05, according to Chi-Square Analysis. Hence Cancel out the null hypothesis. There is a correlation between workers' levels of contentment with their job search process time spent online and their respective departments.

We reject the null hypothesis because the p-value for the Kruskal-Wallis test is less than 0.05 (p 0.05). There is sufficient data to establish that there is a significant difference between E-recruitment and the Recruitment and Selection cost and the gender of the workers at the @= 0.05 level of significance.

Employee age is statistically significant at the 5% level (t = - 1.850, p = 0.067) and so is experience (t = -18.645, p=0.000) according to the results of the multiple regression analysis. E-recruitment services have a different success rate depending on the age and experience of the candidates.

Suggestions

The researcher offers the following recommendations based on the results of the study: Consulting Companies:

It is recommended that the Consulting business use the most effective recruitment approach, one that can attract applicants from the widest potential demographic range. The potential for e-recruitment to attract larger applicant pools is growing as job searchers increase their proficiency with the internet and as broadband internet access becomes more widely available at lower costs. It claims that posting jobs online increases the number of potential applicants to choose from since it is accessible around the clock from people all over the world.

It is recommended that consulting firms invest more time and resources into educating their human resources departments and line managers to better facilitate online recruiting.

Efficient and successful use of E-recruitment software, where online applications are accepted and processed more quickly, is recommended for consulting firms. By asking applicants targeted questions and searching for relevant keywords, employers may swiftly narrow their attention to the best possible prospects.

It is recommended that employers learn to promote job openings with the many online recruiting firms and use social media platforms like Facebook and LinkedIn to connect with job seekers. A person now needs just one e-mail address to have a fully functional social media profile across Facebook, Twitter, LinkedIn, and Skype. IT firms benefit greatly from this since they are able to get a good understanding of the applicants' activity on social networks by reading their online identities.

Conclusion

E-recruitment, as opposed to more conventional methods of hiring, is quick, straightforward, and easy. The HR process as a whole has been affected by the advent of the internet. The HR department's workload will be reduced if electronic human resource management (E-HRM) is deployed company-wide. Less paper will be utilized, less space will be needed, less time will be lost on documentation, fewer people will be needed, more time will be saved, and data may be used as needed and in a variety of contexts. The process of applying for employment has been revolutionized by electronic recruiting, and anybody can do it now. Software, computers, the Internet, and their creators deserve all the praise. The value of online recruiting for businesses was investigated in this research. E-recruitment has been shown to be useful for a number of reasons, including the reduction of recruitment costs and the shortening of the hiring process, as well as the enhancement of a company's competitive edge, market image, and ability to attract the appropriate competent applicants. Talented employees help businesses improve their operational abilities, develop more advanced resources, capabilities, and core competencies, all of which are essential in today's highly competitive market in place of traditional forms of capital.

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