A Conceptual Study on an approach to E-Recruitment and its technological Challenges

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ABSTRACT

The widespread adoption of the Internet and other technologies has played a large role in shaping the current state of the recruiting industry. Today acquiring and retaining the employees is the biggest challenge. The use of Internet has dramatically changed the face of HR recruitment and the ways organizations think about the Recruiting methods. Organizations are using e-recruitment to post jobs and accept Resumes on the Internet, and correspond with the applicants by e-mail. This article focuses on e-recruitment technological challenges and various significance and limitations of e-recruitment.

Keywords:- E-recruitment, Internet, Chartered Institute of Personnel & Development (CIPD), Technological challenges.

1. INTRODUCTION

The proliferation of the Internet and the World Wide Web has opened vast new opportunities for organizations to attract the applicants for many types of positions. With the click of a button, one would think, it is possible to gather hundreds, if not thousands, of resumes and applications within twenty – four hours. Internet is considered as the latest tool in hiring. Past decade shows that rapid increase in technology and greater flow of information via internet enables people to look for information and resources. The first references to e-recruitment Appear in articles of the mid-1980s E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as monster.com) for posting job advertisements.(Avinash S. Kapse, Vishal S. Patil, Nikhil V. Patil,2012).

2. E-RECRUITMENT

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-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. (Shahila .D& Vijayalakshmi.R, 2013). It is e-recruitment that encourages organizations reviewing the processes of human resource management and applying information communication technologies. (Rasa Smaliukienė & Sergejus Trifonovas, 2012).Online Recruitment allows candidates to flirt with the idea of change of employer without leaving their desk. (Alec Reed, 2004).

3. FINDINGS FROM CIPD SURVEY ON E-RECRUITMENT

As per CIPD, (2006) recruitment survey confirms, the use of e-mail and the internet has become an integral part of recruitment strategy:

- The trend for e-recruitment is growing – almost two thirds (64%) of the organizations surveyed used technology to aid their recruitment process.
- The greatest usage was email and online applications, advertising job vacancies and placing background information on corporate websites.
- Reducing recruitment costs was the main business objective for developing e-recruitment (71% of organizations).
- Nearly half of the respondents (47% strongly agreed that e-recruitment would replace paper-based application in future, but-

- The same number believed that trend towards e-recruitment was increasing the number of unsuitable applications.

4. TRENDS IN E-RECRUITMENT

There is growing evidence that organizations are using Internet technology and the World Wide Web as a platform for recruiting and testing candidates. The IES survey of 50 organizations using e-recruitment reported that the primary drivers behind the decisions to pursue e-recruitment were to:

- improve corporate image and profile
- reduce recruitment costs
- reduce administrative burden
- Employ better tools for the recruitment team.

The trends in e-recruitment use suggest a changing landscape whereby in future the candidate is connected to the central system and there is involvement of the line manager in the process (see figure). In addition to the reported benefits such as cost efficiencies, the role of HR in this model is viewed as more of a facilitative role, in theory allowing time for recruiters to become involved in the strategic issues within resourcing.
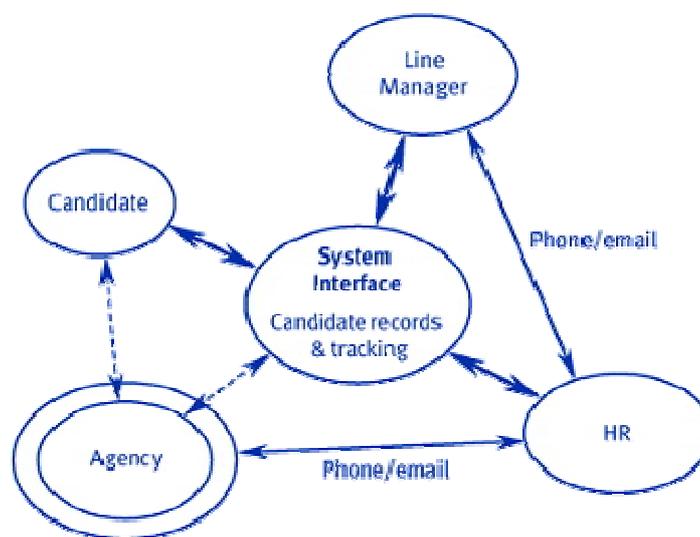
FIGURE: 1- LANDSCAPE OF E-RECRUITMENT

SOURCE: E-RECRUITMENT DEVELOPMENTS

5. LITERATURE REVIEW

This section on literature review is focused on various theories that are relevant to the present study.

Hassan Imam(2013), in his study emphasizes that organization should have the website design in such a way that information is easily accessible for job seeker so persons who think they are qualified and fit with the organization may attract. Avinash S. Kapse, Vishal S. Patil, Nikhil V. Patil (2012), have concluded that 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. .This will act as platform for both job seeker to search the job and corporate sector to hire appropriate candidates. Linda Barber(2006), in his study emphasizes that the organizations mostly uses the internet at the front end of the recruitment process to provide and promote information about the company , advertise positions and receive CV's electronically, whereas only a few actually use it for search , screen or test candidates. Shahila.D & Vijayalakshmi.R (2013) reveal that e-recruitment is about cultural and behavioral change, both within HR and at line management level. It is about developing the capability of HR to facilitate the system and to view the staffing process as an end-to-end process, similar to that of a supplychain.

6. SIGNIFICANCE AND LIMITATIONS OF E-RECRUITMENT

6.1. Significances:

It can be Free

Other than the time it takes to develop the promotion, there are no other costs to place it on organization's website or those of cooperating firms.

Recruiting is limitless

Anyone with access to the Internet can see the promotion and respond.

The Internet is available 24 / 7

This can be especially important if recruiting is for positions where potential applicants may not be able to meet during normal business hours. Certain shift – work jobs are an example of this.

Provide more Information

We can provide more information about the organization and its opportunities than possible in a paper brochure or classified ad. Without enough information up front, some of the best applicants may not apply.

Pre-Qualify applicants

By driving applicants to the website, questions can be asked in advance that will allow pre-screening the education, experience and interest. Applicants who do not meet the qualifications can be sent a polite response thinking them for applying. This saves the time and money of conducting telephone or in-person interviews.

6.2. Limitations:

Not every one can access to the internet

While there are thousands of public terminals in libraries and other public places, there are still millions of people who do not know how to use them.

Too many Candidates

While you may wonder how too many candidates applying for your job could ever count as a disadvantage, it is a fact that dealing with inappropriate, irrelevant and bad candidates is the bugbear of many a HR manager. Candidate spam can waste a lot of time. However, with a bit of thought about what job site you use, how you write your job description and using candidate screening and filtering tools on job boards, it is possible to reduce the number irrelevant applicants.

It won't always work

That's right. Online recruitment won't always work. Not every job vacancy you post can or will be filled online. There will always be difficult-to-fill jobs that can only be filled by recruitment consultants, headhunters or in other ways. However, most companies tend to hire for pretty standard job roles so this is seldom an issue. And with more and more job seekers choosing the web to look for jobs, and more and more job sites and job boards specializing in ever more diverse areas, those difficult-to-fill jobs are becoming fewer and fewer.

7. TECHNOLOGICAL CHALLENGES

Most organizations seriously working with E-Recruiting have to face technological challenges. With a specialized e-recruitment system, the expectations in this area are particularly high. (Christian Krämer, Sven Ringling, Song Yang, 2007)

These are:

1. Candidates send in information in many different forms. Not only paper-based applications are processed but also electronic documents in variety of formats such as Microsoft Word, PDF, TIF, and JPG. One Possibility is to have all applicants fill in an online form with the most important information.

2. Data security is always an issue, and it has two sides:

- Candidates who register and enter confidential data want to be sure that no unauthorized access of this data is possible.
- It makes sense that the recruiting system interacts with the operative HR system. Because this interaction opens up a connection between the HR system and the outside world via the Internet, technology must guarantee that data of the operative HR system cannot be accessed from outside the organization.

3. International recruitment is often a reason for changing from traditional recruitment processes to E-Recruiting. However, this means that the system has to

- Comply with legislation of different countries regarding data security, accessibility, etc.
- Be multilingual
- Deal with different formats for addresses, names, etc.
- Take into account the different education systems and grading systems

With E-Recruiting, it is often more difficult to assign the costs to a specific hiring, because the costs for the talent pool must be shared by all hiring activities in some way.

8. CONCLUSION

Online recruitment offers clear advantages over traditional recruitments methods. This will be more effective if they keep innovating and introducing new technologies. There are several other options like newspapers and outsource recruitment agencies for recruitment but internet appeals more than any other source. E-recruitment is essential for almost every organization because it is not only cost effective but also a way to put complete information in good manners on website and able to attract job seekers.

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