

A STUDY ON E-RECRUITMENT AND ITS CHALLENGES FROM ORGANISATION POINT OF VIEW

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ABSTRACT:

E-Recruitment is a new technological means for selecting one of the companies' most crucial resources, i.e. human resources. Recruitment has become an important process in the highly competitive labor market. The traditional methods of recruitment have been revolutionized by the wave of the internet. E-recruitment is the latest trend and it has been adopted by large and small-sized organizations. Many companies use e-recruitment to post jobs and accept resumes on the internet and correspond with applicants by e-mail. The main success factors of e-recruitment are the value-added services provided by the job sites' cost-effectiveness, speed, providing customized solutions, helping to establish relationships with HR managers, and facilitating the brand building of the companies. Despite the inherent benefits, certain challenges are also associated with the e-recruitment process. The emerging trend in technology and process or globalization suggests that the process will continue to expand, and consequently organizations should key into the process to enhance the quality of their staff recruitment functions. The main objective of this study is to analyze the overall trends in e-recruitment use and practice and to list the opportunities and challenges faced by job seekers and employers.

1.2 NEED OF THE STUDY:

HR departments are going digital, especially for recruiting, paving the way for a new term, "e-recruiting." Just like career or talent management, e-recruiting tools have become key programs for HR managers. The need

for e-recruitment is to make recruiting processes more efficient and less expensive. And, by using e-recruitment, HR managers can reach a larger pool of potential employees and speed up the hiring process.

The common need of E- recruiting methods include:

- Sourcing potential candidates on professional social media platforms
- Using an applicant tracking system (ATS)
- Interviewing candidates online via video conferencing software
- Using online testing via surveys and questionnaires
- Creating job boards to advertise job offerings

1.3 OBJECTIVE OF THE STUDY

- To analyze the process of E-recruitment in Unify Technology
- To identify the challenges of the E-recruitment process.
- To identify the recent trends in E-recruitment
- To analyze the potential of e-Recruitment and the challenges faced by it.
- To compare the traditional recruitment process with e-Recruitment and also discuss the advantages and disadvantages of e-Recruitment

- **RESEARCH METHODOLOGY:**

Research methodology is a systematic procedure for collecting information to analyse and verify a phenomenon. Data collection is a term used to describe the process of preparing and collecting data. Data collection is an important aspect of any type of research study, inaccurate data can impact the result of the study and ultimately lead to invalid results. Source of data: -

Data we collected based on two sources:

- Primary research is data that is obtained first-hand. This means that the researcher conducts the research themselves or commissions the data to be collected on their behalf. Primary research means going directly to the source, rather than relying on pre-existing data samples.
- Secondary research, also known as desk research, is a research method that involves compiling existing data sourced from a variety of channels. This includes internal sources (e.g.in-house research) or, more commonly, external sources (such as government statistics, organizational bodies, and the internet).

1.6 LIMITATIONS OF THE STUDY:

- The study is limited to the HR department of the Unify organization.
- The study is only limited to the E-recruitment hiring process.
- The time, resources, and financial limits.
- A Lot of Unsuitable Candidates
- Impersonal and Informal

3.2 RESEARCH DESIGN:

The research design is done on unify technologies on both primary as well as secondary data through questionnaire survey and simple form.

In this study I have targeted 20-30year age gap candidates to know more about the e-recruitment and its challenges. Data sample for the research design that I have collected is 50.

DATA COLLECTION:

Primary Data:

Primary data was collected through survey method by distributing questionnaires to people through digital platforms (WhatsApp, Instagram...) to understand customer perception and their analysis on E-recruitment. The questionnaires were carefully designed by considering the parameters of my study.

Secondary Data:

Data was collected from books, magazines, websites, going through the records of the organization, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our research study. Or in other words we can say that secondary data is the data used previously for the analysis and their results are undertaken for the next process.

Hypothesis

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION TO THE SAMPLE:

The primary Data analysis of the sample considers the target audience analysis. The target audience age gap is between 20- 30. Most of them are 0-5 years of experience candidates. I have conducted this survey questionnaire to understand better the E-Recruitment process and its challenges that help in hiring the right people for the right job.

SAMPLE SIZE – 50

The survey is divided into 3 sections:

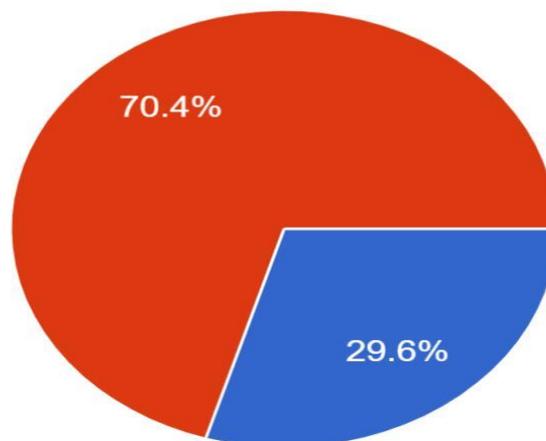
- **SECTION –I COLLECTION OF PERSONAL DETAILS.**

1. GENDER:

An Analysis of the gender of the targeted people who participated in the survey was conducted:

TABLE:

Male	70.4%
Female	29.6%

GRAPH:

INTERPRETATION:

- From the above table, we can observe that the maximum number of candidates are males it is 70.4% and the minimum number of candidates are females it is 29.6% participated in the survey

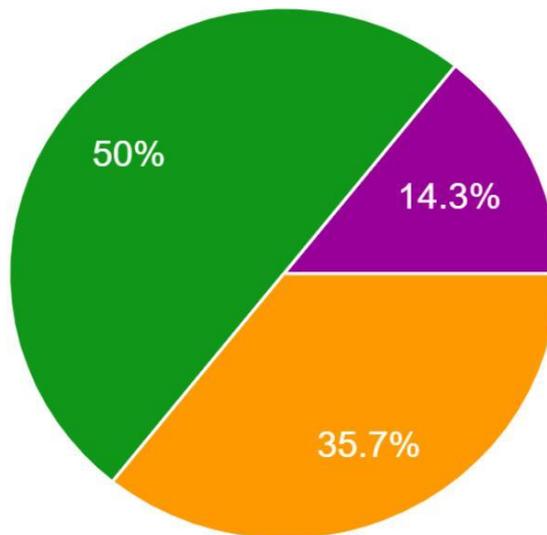
2. AGE:

An Analysis of the age of targeted people who participated in the survey was conducted.

TABLE:

20-30	50%
30-40	35.7%
40-50	14.3%

GRAPH:



INTERPRETATION:

- From the above table, we observe that the max number of people who participated in the survey is 20-30
- From the above pie chart, most of the responses are from the age gap between 20-30 which is 50%
- Least responses from above 40-45 is 14.3%

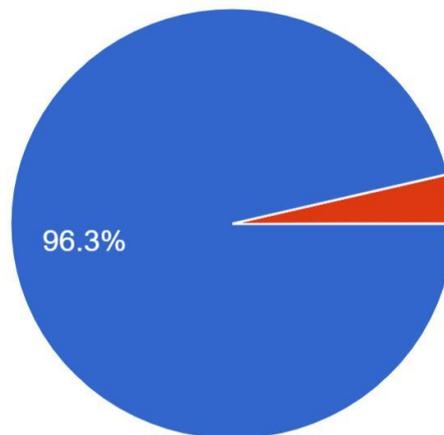
3. EXPERIENCE:

An analysis of the experience of the targeted people:

TABLE:

0-5 years	96.3%
5-10 years	3.7%
More than 10 years	-

GRAPH:



INTERPRETATION:

- From the above table, maximum experience candidates are from 0-5 years i.e., 96.3%, and minimum experience candidates are from 5-10 years it is 3.8%.

• SECTION –II INDUSTRIAL ANALYSIS

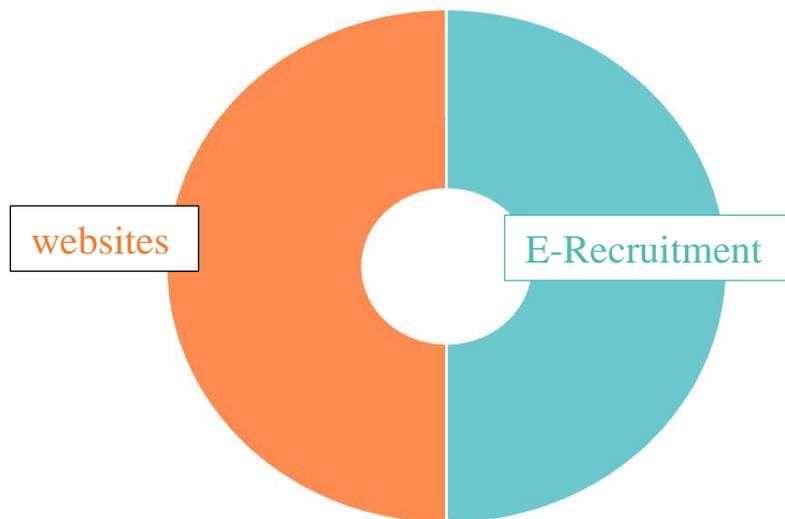
1. BEST SOURCE OF RECRUITMENT:

An analysis of the best source of recruitment for the targeted audience?

TABLE:

Advertisement	0%
Consultant	0%
Campus	0%
Websites	50%
E-Recruitment	50%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that there is an equal 50% in both websites and E-Recruitment

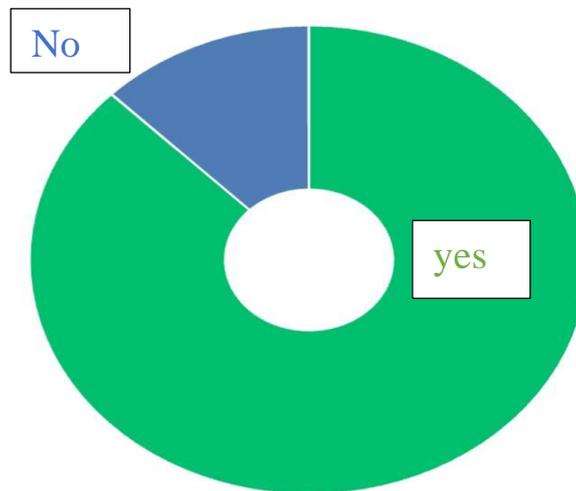
2. ARE YOU SATISFIED WITH THE RECRUITMENT PROCESS?

An analysis of the satisfaction of the recruitment process by the targeted people?

TABLE:

Yes	97%
No	3%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that they are satisfied by the recruitment process it is 97%
- 3% of people are not satisfied with the recruitment process.

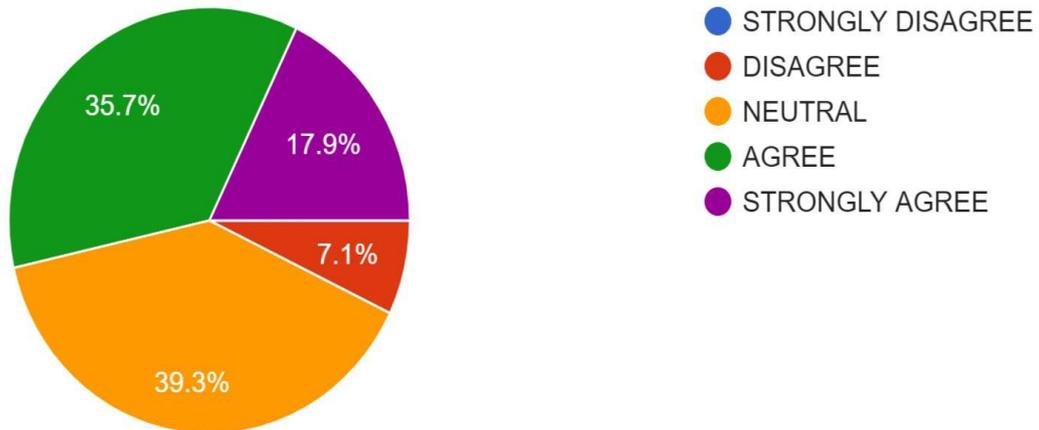
3. IS ONLINE RECRUITMENT PROVIDES OPPORTUNITIES

An analysis of online recruitment provides opportunities.

TABLE:

Strongly disagree	0%
Disagree	7.1%
Neutral	39.3%
Agree	35.7%
Strongly agree	17.9%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe a maximum of them are neutral and agree about the online recruitment opportunities is 39.3% and 35.7%
- 17.9% strongly agree about the opportunities provided by E-Recruitment.
- 7.1% disagree to the online recruitment opportunities.

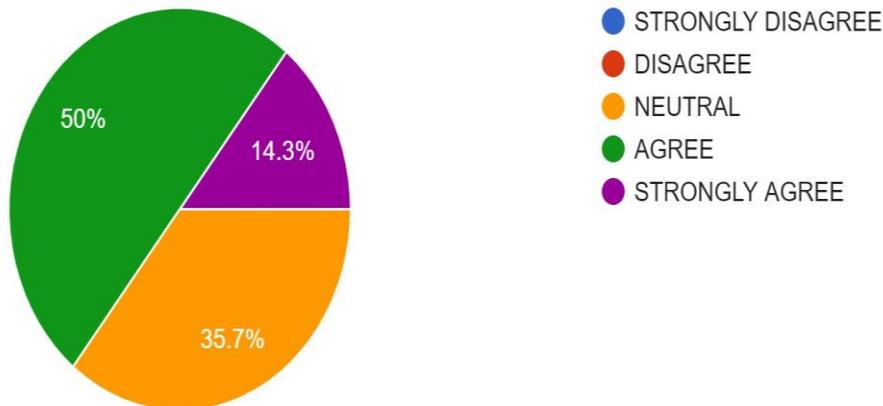
4. DO YOU THINK E-RECRUITMENT ATTRACTS MORE CANDIDATES?

An analysis of attracting more candidates through the E-Recruitment process?

TABLE:

Strongly disagree	0%
Disagree	0%
Neutral	35.7%
Agree	50%
Strongly agree	14.3%

GRAPH:



INTERPRETATION:

- From the above graph, a maximum number of candidates agree and are neutral that they attract employee candidates through E-Recruitment is 50% and 35%
- 14% strongly agree that they believe e-recruitment attracts people.

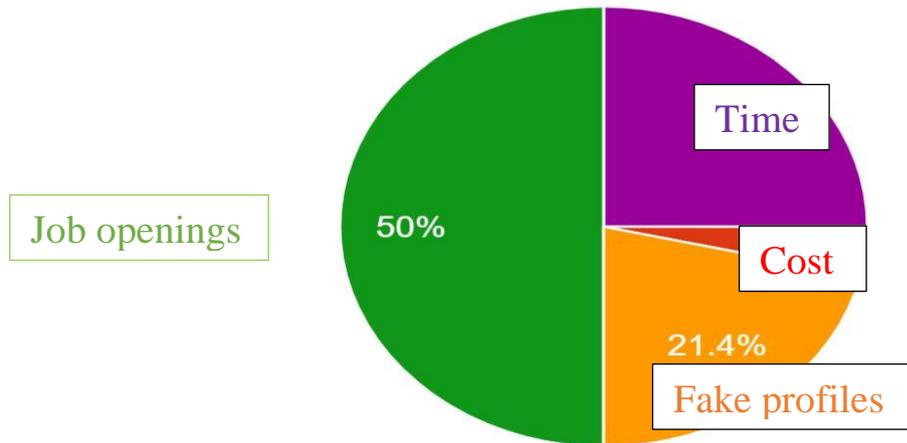
5. PRIMARY DRIVERS BEHIND THE DECISION TO PURSUE RECRUITMENT.

An analysis of primary drivers of recruitment decisions by the targeted candidates?

TABLE:

Job openings	50%
Time	25%
Cost	3.6%
Fake profiles	21.4%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that the primary drivers of recruitment decisions are mostly based on job openings and time it is 50% and 25%
- 21% fake profile is also a primary driver behind the decision to pursue recruitment.

• SECTION –III COMPANY ANALYSIS

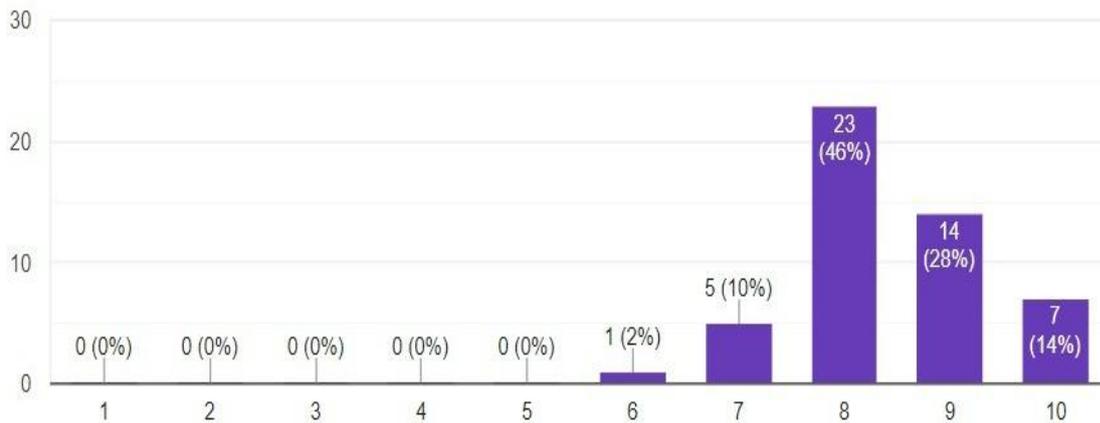
1. IS UNIFY A GOOD COMPANY?

An analysis of unify technologies a good company?

TABLE:

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that the unify technology had the highest rating is 8 which is 23%.
- We can also observe that the least rating is 6 which is 2%

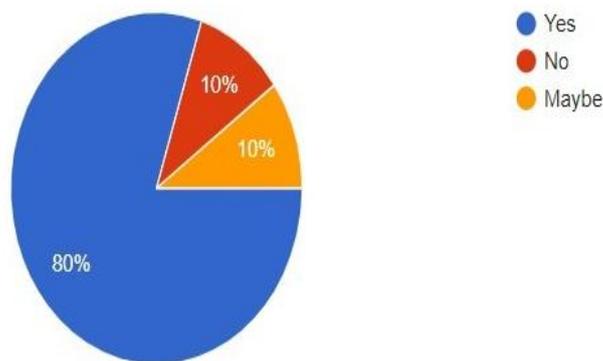
2. ARE YOU AWARE OF UNIFY TECHNOLOGY?

An analysis of how aware are people of the unify technologies.

TABLE:

Yes	80%
No	10%
Maybe	10%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that maximum no of candidates they are aware of the unify technologies is 80%
- We can observe that the least no of candidates are not aware of the company is 10%

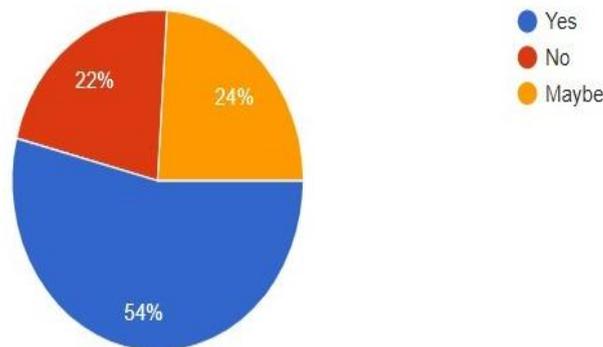
3. IS THE ORGANISATION DOING A TIMELINESS RECRUITMENT PROCESS?

An analysis of the timeliness recruitment process of the unify technologies:

TABLE:

Yes	54%
No	22%
Maybe	24%

GRAPH:



INTERPRETATION:

- From the above graph, we can observe that the 54% candidates said yes for timeliness recruitment process of unify technologies.
- We can also observe that the 22% candidates said no for the timeliness recruitment process

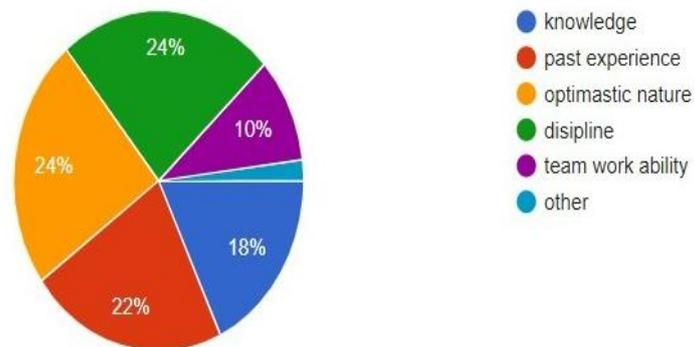
4. WHAT IS THE MOST IMPORTANT QUALITY THE ORGANISATION LOOKS FOR CANDIDATE

An analysis of the quality of the unify technologies looks for the candidates.

TABLE:

Knowledge	18%
Experience	22%
Optimistic nature	24%
Discipline	24%
Teamwork ability	10%
others	2%

GRAPH:



INTERPRETATION:

- From the above table, we can observe that the maximum number of people who think discipline and optimistic nature are the most important quality seen by the recruiters in unify technologies is 24%.
- We can also observe that the minimum no of people who think teamwork and other qualities is 10% and 2%

FINDINGS AND CONCLUSION

5.1 FINDINGS:

- Many employees responded that E-Recruitment has provided a better way for recruitment.
- E-recruitment makes time and resources useful
- It also helps in knowing the fake profiles.
- Analysis and findings E-recruitment is experiencing phenomenal growth, according to the Recruitment Confidence Index (RCI) e-recruitment special.
- Reduced administration
- Minimizing time-to-hire or else face the risk of losing good candidates to competitors
- E-recruitment can produce cashable savings

5.2 CONCLUSION:

In this study, we used primary data for finding out determinants of e-recruitment in fifteen selected service sector organizations located in Hyderabad. Reliability test results show that the collected data is relevant and can be used for evaluating the relationship of e-recruitment with attractiveness, job fit, cost, and time. The estimates of all independent variables are significant at a five percent significance level. Furthermore, results show that attractiveness and job fit affect e-recruitment positively. Cost and time, on the other hand, affect e-recruitment negatively in our study. Nowadays, the Human resources department serves a competitive advantage over competitors in related industries. The internet through online hiring has been helping terms for filling vacant positions with job-fit candidates. This study concludes that online recruitment has added value to the Human resources hiring function with many benefits to firms in the long run context and the traditional way of hiring is reduced in many firms. It became easier to find, the right person in a short time at an acceptable cost.

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