

A STUDY ON THE EFFECTIVENESS OF JOB PORTAL'S BY JOBSEEKER'S PERSPECTIVE

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ABSTRACT

Technology has transforming the whole world, in diverse aspects, in the commercial as well as in the personal world. The functioning of the organizations has also transform as all the operations are done over the internet. After the advancement of technology, the recruitment process in an organization's has been completely changed. Earlier companies do recruitment through traditional methods which is now reducing and transforming in favour of the new process that is known as e-recruitment. E-recruitment is also known as the online recruitment, it is used as a platform for posting jobs and attracting potential candidates over the internet. The organizations are adopting online recruitment process for the hiring of new candidates over the internet. They post an advertisement about the vacant job on their career sites and online job portals which enables them to hire best fit for the organization efficiently.

Online Job portals are efficient technology that deals with employment or career opportunities. Job portals offer various benefits or opportunities to the jobseekers it provides all the necessary information about jobs. This study aims to determine the effectiveness of job portal's by jobseekers perspective. From this study it is concluded that why job seekers prefer job portals and which factors influence their perception. The findings of the study show that most of the respondents prefer Naukri.com in order to applying and searching for jobs. It can also be concluded that respondents found job portals effective tool. The study focuses on the various factors such as convince, efficiency, productivity, user friendliness, security and accurate information provided by the employer. Data was collected by circulating the questionnaire among 100 jobseekers. The data was analyzed by using the IBM SPSS software 22 and excel.

Keywords: Recruitment, e-recruitment, job portals, jobseekers, online recruitment

INTRODUCTION

➤ Background

With the advancements and modernization of technology, today online mode of work is the hot talk in every corner and every sector. Even HR department went through a lot of enhancements and transformed into E-HRM, i.e. simply with the use of modern technology HR related policies, strategies; practices and activities can be implemented in the organisations. One of the key roles of the HR department is recruitments which basically refer to advertising the jobs and inviting the applicants, examining them and later hiring the best of them and boarding them on the team for the jobs they have been hired for or according to the requirements of the organization. Recruitments create a pool of applicants and give an organization an upper hand to find and select the right and the best fits at right time and right place.

The recruitment is a very integral part of any organisation which has undergone transformation and stepped up onto the online mode of functionality and to meet the needs for online functionality of the recruitments, nowadays recruiters are using various tools, platforms or sites to advertise their vacancies. Nowadays, companies and organizations rely upon E-Recruitments, which refers to procedure of attracting and recruiting job-seekers for a particular job using internet through fancy advertisements. E-Recruitments has helped HR department of any organisation to focus on their major tasks and crucial functions rather than spending more time in selection and finding right fits for the organisation. Recruitment is a very important and crucial function of the HR and recruitment is a foundation step in conversion of a job- seeking candidate into an employee of the organisation. Nowadays, every company and every organisation has their own websites and portals to attract the candidates more and to brief the applicants regarding the working of the organisation.

Some job portals stepped into this E-Recruitment process and became too famous and well known for sole purpose job recruitments for the job-seeking candidates to find jobs online on the internet. To name a few such job portals available for seeking the jobs are- Naukri.com, LinkedIn, Indeed, Shine.com, Monster.com and Glassdoor. Technology is a double edged sword that has its own pros and cons, if used productively and correctly keeping all the factors in mind there can be immeasurable success and progress. Regarding this concern HR needs to be proficient and well trained enough to use and work on such software.

➤ Job Portals: An overview

A job portal is a website or a platform which enhances the E-Recruitment process by bringing together both the employer and the potential to be employees for a company or an organisation. Before the internet storm took away the recruitment procedure, the newspapers, magazines and journals advertisements along with word of mouth advertisements were the some of the main modes of the recruitment. Today, advertising the jobs on portals and other internet websites constitutes the integral part of the hiring process. It is also known as career portals. It is a modern and a fancy name for an online job offering boards which help applicants find jobs hassle freely and it also aids the employers in their quest to locate some ideal and potential candidates.

Career websites such as GlassDoor, Indeed, Naukri, Careejet and Shine are some of the job portals that offer a broad range of jobs in a vast number of fields. Some government agencies and universities, also some private businesses have their own job portals that applicants can go through and access the available jobs and procedures of how a particular organisation works. These are those websites that offers tips and suggestions for finding a job or highlighting future career options. Most job portals allow job- seekers and applicants to apply for the jobs online instantly by providing immediate application links, by giving them access to company's website and also contact details of the HR department so that job-seekers and applicants can get directly in touch with the recruiters/ employers.

Job portals also allow the candidate to create his/her profile at the portal and also allows candidate for uploading his/her resume on their respective profiles. The same profile could be viewed by the employers as and whenever there is a job opening in the company or organisation. It's the simplest process of job hunting and employee fishing. One of the dominating job portals in the market nowadays is Naukri.com. The majority of the job portals allow job seekers to sign up an account for free, which allows them to have access to the job openings posted by the employers and post their resumes for the employers to review. Job-seekers can browse through job openings posted by the employers and apply for the suitable positions according to the needs and preferences.

➤ **Types of job portals:**

When it comes to recruitment's for best jobs in India, Internet is fastest medium to search relevant job for yourself. Most of the job sites in India are not only available on laptops but they do provide Smartphone App to search best job in India. Some of the job portals are:-

1. **Naukri.com-** www.naukri.com Naukri.com is one of the most comprehensive job searches and a plethora of opportunities. Clean interface provides excellent results across all categories. It also offers resume building services and resumes flash through web based and SMS alerts.
2. **MonsterIndia.com-** www.monsterindia.com Monster Worldwide Inc has built a Monster.com so well and managed its reputation to provide best jobs in India, having the main objective to enable the job seekers find out about job/career avenue.
3. **Glassdoor-** www.glassdoor.com Glassdoor gives an opportunity to have an inside look at jobs and companies. Take a company reviews, salaries from the best companies and cool interview tips.
4. **Shine.com-** Shine is a job portal managed by the popular newspaper brand – HT Media Limited. It is known to be one of the creative job sites that offer professional tips to job seekers.
5. **LinkedIn-** LinkedIn is a job portal own by Microsoft. It is a platform where anyone can search and view job listings on the portal. Through LinkedIn the users can make more and more connections by adding people who can provide insights into opportunities, or who can help them in finding a perfect match. This platform is mostly used by companies and jobseekers.

➤ **Benefits of job portals:-**

1. Job portals are one of the most cost effective and affordable technique for jobseekers in order to apply for jobs.
2. This is one of the best benefits that any job portals provide to their users. The job portals provide regular and instant job updates.
3. As soon as any job becomes available in the market, the job portals are capable enough to provide users with notification's, mails, and SMS. Users can just click on the notification and can go through the whole job description and apply for it.
4. As users are able to browse a number of jobs that fit in their profile. With the help of latest technologies such as AI and enhanced search features.
5. Job portals offer a full collection of job choices from top companies. It means that users have a superior chance of searching the job they want anywhere and however they want it.
6. In the job portals a candidate's achievements, skills, and individual detail will be reserved privately. This will be kept secure unless they let them split the details to future employers

LITERATURE REVIEW

1. **Anita Venaik & Smrita Sinha, (2018)** this observe is set elements affecting students' notion toward e-recruitment especially on Naukri.com diagnosed six critical elements which decide the notion of process seekers toward process portals The elements diagnosed are potential profession opportunities, data quality, perceived usefulness, machine quality, perceived ease of use and prolonged services. Though the paper considers handiest Naukri.com, elements derived is probably relevant for e-recruitment as a whole. A comparable observes on elements influencing younger process seekers notion toward process portals diagnosed seven critical elements with unique connection with Naukri.com.
2. **Nameirakpam Chetana, (2016)** the study observe that job seekers have a high-quality mindset toward the aim to apply online recruitment for job opportunities. The dimensions taken into consideration had been value effectiveness, time saving, and massive seek, reliability of the information and safety and confidentiality of information. These are the elements which have an effect on the selection of process portals via way of means of process seekers. It has been observed that exclusive expert fame has exclusive perspectives at the value effectiveness, reliability and safety of on-line process recruitment The studies additionally pointed that safety and reliability are critical issues for process seekers and modern personnel while the usage of on-line recruitment portals.
3. **Seema WadhawanSmrita Sinha (2018)** referred to within side the observe that, technology has enabled the businesses to look maximum suitable and proper match via way of means of setting the advertisements or process postings on process portals and social networking sites. These employment portals offer a platform to each process candidates to look for jobs in numerous businesses at a time and assist businesses to discover the maximum suitable candidates.

4. **Dilusha Madushanka Liyanage & Bandula Lanka Galhena (2014)** specified that, many corporations now use electronic recruitment (e-recruitment) alternatively than conventional method of worker recruitment. Moreover, potential job applicants are greater interested in looking and making use of for job openings through net. For generating suitable applicant pool, corporations have a tendency to expand appealing, content material rich, easy to apply, and user-friendly recruitment process through their very own career site or through job portals.
5. **Kamalasaravan (2019)**, A studies has been executed at the efficacy of the recruitment of career portals & networking sites. In different words, you could also assume that the people who work in a recruiting team face many problems. In many MNCs, they carry out a telephone interview to filter the candidates thru contact or by screening through telephonic interview round. But this method, on the other hand, need to not be encouraged. They need to switch without delay for a face-to- face interview to create successful applicant pool for the better recruitment process.

RESEARCH OBJECTIVE

The purpose of this research is to study the effectiveness of job portals by job seekers perspective. Specifically, the objectives of the study attempts to:

1. To study the various types of job portals use in recruitment process.
2. To understand the importance of job portals from job seekers perspective in recruitment.
3. To analyze how job portals helpful in job searching by job seekers.

➤ **Sampling design:-**

A sample design is a definite plan for obtaining a sample from a given population. The sampling method used for the study is convenient sampling. Convenient sampling under this sampling technique, a sample is obtained by selecting convenient population elements from the population.

- **Sample size:** The sample size is of 100 individuals.
- **Sample Unit:** Once the sampling unit is determined sampling frame has to be prepared so that each and every one in the target population has an equal chance of being sampled.
- **Sample area:** A sample area is an individual who are jobseekers and the one who are looking for jobs

DATA ANALYSIS

➤ Research hypothesis:

For the first hypothesis the question was in a Paid/Unpaid form. For other hypothesis the questionnaire was drafted in the form of a multiple choices. The second hypothesis shows respondent's usage of job portals on daily, weekly, monthly or yearly basis. The hypothesis was tested by using **CHI-SQUARE TEST** method.

- 1. Null Hypothesis-** There is an association between qualification and which type of service you prefer.

- 2. Null hypothesis:** There is an association between age group and use of job portals in order to apply for jobs.

MAJOR FINDINGS OF THE RESEARCH

From the survey it was concluded that online job portals are easily accessible for respondents and most of the respondents are aware about the job portals and the services provided by them. The findings of the research are as follows:-

1. The study reveals that 89% of respondents are aware of online job portals.
2. It is analyzed that 55 % of Respondents from age group between 21-30 years prefer mostly paid services whereas the respondents from age group below 20 years prefer unpaid services.
3. From the survey it was found that Naukri.com is largely used by respondents, 35% of respondents use LinkedIn frequently, 24% of respondents use indeed frequently and occasionally and 37% of respondents never use monsterindia.com and 43% of respondents also never used glassdoor.
4. The study reveals that 58% of respondent's rate job portals effective and from jobseekers perspective Naukri.com & LinkedIn are most effective tool for the purpose of job search when new job becomes available in the market.
5. Most of the respondents use job portals on weekly and monthly basis in order to apply for jobs. As 36% of respondents use daily while 34% of respondents use monthly.
6. Most of the respondents are satisfied with the services offered by these job portals. Around 45% of respondents are satisfied and they prefer online job portals for applying the jobs.
7. It is also concluded that most of the respondents are agree with the statement that job portals provide complete information and job portals increase future career opportunities for candidates.
8. There are various factors which influence the respondent's perception while using of job portals like convince, efficiency, productivity, user friendliness, security purpose and accurate information provided by the company in detail. All these factors influence the jobseekers perception towards job portals. As 53% of respondent's use job portals because of convince factor & 34% of respondents use for user friendliness.

9. The respondents also face various problems or challenges associated with the job portals while using them for applying jobs like risk of fraudulent job, improper job description provided by the employer, unresponsive employer, and also not enough information is provide on these job portals. As 21% of respondents face problems largely from fraudulent jobs and improper job description
- From the survey, it was found out that mostly respondent's prefer Naukri.com for applying jobs. It was also found out that most of them are satisfied with the services offered by job portals and they are using it for applying and searching of jobs.
 - Online job portals should take initiatives to educate prospecting job seekers about the usage of job portals through seminar or training program. This will be beneficial for the websites to gain publicity and at the same time will put candidates on ease in terms of usability of job portals.

CONCLUSION

Technology has transformed everything, today online mode has made a place in every sector. Even the human resource department has impacted a lot which resulted into e-recruitment. The process of finding and hiring the best qualified, skilled and talented candidate's (from within or outside the organization) is become very crucial. Today, this process has become mostly digitalized because of the advancement of technology. Hiring through job portals and platforms is becoming new normal.

From the study it was concluded that e-recruitment is reducing the traditional methods of recruitment. Job seekers prefer online job portals for the purpose of applying and searching for jobs over the internet. There are various factors which influence the perception of jobseekers for using job portals like convince, efficiency, productivity, user friendliness, accurate information and security. It is a time saving & cost effective method for job seekers. It was also concluded that the services offered by job portals are effective and it provides many other benefits to the candidate's like resume building, future career opportunities, provide information frequently and timely. In the jobseekers perception online job portals are effective and convenient tool.

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